



MEETING PROFESSIONALS INTERNATIONAL



# SACRAMENTO/ SIERRA NEVADA

CHAPTER

## MEETING PROFESSIONALS INTERNATIONAL SACRAMENTO/SIERRA NEVADA POLICY MANUAL

Revision Date: June 15, 2018

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*All Policies in this manual must agree with approved Chapter Bylaws.  
Wherever conflict exists, the language of the Bylaws prevails.*

### **MPI VISION:**

To be the first choice for professional career development and a prominent voice for the global meeting and event community.

### **MPI MISSION:**

To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry.

### **CHAPTER PURPOSE:**

**MPI Sacramento/Sierra Nevada** empowers its members to increase their strategic value with education, leadership development, and resources to forge powerful partnerships.

## I. MEMBERSHIP

### SECTION 1. MEMBERSHIP

- 1.1 **MEMBERSHIP QUALIFICATIONS, CLASSIFICATIONS, TRANSFER AND DUES:** Shall be as described in the current MPI Global Bylaws and Policy Manual. Any member in good standing of MPI is eligible to affiliate with a Chapter regardless of geographic area or location of business. *Reference: MPI Policies Article III, Sections 1-4 and Article VI, Section 1-4.*

### SECTION 2. CHAPTER AFFILIATION

- 2.1 **CHAPTER TRANSFER:** Preferred or Premier Members may transfer their primary chapter at any time through MPI Global. Membership remains continuous unless expired. Preferred or Premier Members are to receive member rates for all MPI events even when the event is not associated with their primary chapter.
- 2.2 **AFFILIATE MEMBERSHIP:** Affiliate Membership in the Sacramento/Sierra Nevada Chapter is available for those MPI members who maintain an active/current "primary" membership with another MPI chapter, and would seek affiliation with MPISSN. This allows the following: receipt of all chapter information/communications, including the MPISSN annual directory; option to participate in special events sponsored by MPISSN as a chapter member; and opportunity to volunteer with MPISSN programs. The annual fee is US \$75.00. Affiliate Membership is effective on the date of *acceptance* of formal application. **Appendix A**

## II. BOARD OF DIRECTORS/OFFICERS

### SECTION 1. AUTHORITY & RESPONSIBILITY:

- 1.1 **CONFLICT OF INTEREST:** All board members are required to review, sign and adhere to the chapter conflict of interest statement provided by MPI Global and return it to the chapter President prior to being installed on the board. **Appendix B**
- 1.1.1 Definition of conflicts of interest.** A conflict of interest arises when a person in a position of authority over the organization may benefit financially from a decision he or she could make in that capacity, including indirect benefits such as to family members or businesses with which the person is closely associated. This policy is focused upon material financial interest of, or benefit to, such persons.
- 1.1.2 Individuals covered.** Persons covered by this policy are the MPI Sacramento Sierra Nevada Chapter's officers, Executive Director and contract accountant.
- 1.1.3 Facilitation of disclosure.** Persons covered by this policy will disclose or update to the President of their interests that could give rise to conflicts of interest, such as a list of family members, substantial business or investment holdings, and other transactions or affiliations with businesses and other organizations or those of family members.
- 1.1.4 Procedures to manage conflicts.** For each interest disclosed to the President, the President will determine whether to: (a) take no action; (b) assure full disclosure to the Board of Directors and other individuals covered by this policy; (c) ask the person to reclude from participation in related discussions or decisions within the Organization; or (d) ask the person to resign from his or her position in the Organization or, if the person refuses to resign, become subject to possible removal in accordance with the Organization's removal procedures. The Organization's Executive Director will monitor proposed or ongoing transactions for conflicts of interest and disclose them to the President in order to deal with potential or actual conflicts, whether discovered before or after the transaction has occurred.
- 1.2 **PRINCIPLES IN PROFESSIONALISM:** Chapter Board members must adhere to the Principles in Professionalism as outlined by MPI Global. **Appendix C**
- 1.3 **CHAPTER BOARD REPORTS:** Board members are required to submit monthly Team Status Reports (TSRs) to the chapter president by the first day of each month. Copies shall also be provided to the Executive Director and president-elect. TSR formats shall be provided to chapter leaders at the start of each year, and consistent with the business plan.
- 1.4 **MPI GLOBAL REQUIRED DOCUMENTS:** Chapters are required to submit annually (by June 15<sup>th</sup>) to MPI Global the following documents as part of the annual planning process: Annual Business Plan, Budget, 18 month Education Calendar, Marketing Plan/Calendar, Succession Plan, Current & Updated Bylaws and Policy Manual. Additionally, chapters must submit these documents as outlined in bylaws or policies: a copy of annual tax return by October 1; Confirmation that all incoming board members attended their Board 101 training, and signed their conflict of interest statements.

**1.4.1 COMMUNICATION WITH MPI GLOBAL AND CBM.** The Executive Director will submit the CHAPTER OPERATIONS FORM to MPI HQ by June 15, or the designated deadline.

## **1.5 BOARD MEETING DATES AND ATTENDANCE**

Board meetings will be scheduled as needed and usually once per quarter. The meetings are open for attendance by any Chapter member in good standing. The President can alter this schedule. A list of meetings will be provided to the board and committee chairs at the beginning of the fiscal year.

Attendance is also required at the annual leadership training event (Chapter Tools) in April, and the annual board planning retreat in May.

**1.5.1. Absences.** All elected and appointed Board Members have a duty to attend all regularly scheduled Board meetings. Board members who have two or more unexcused absences may be removed from the board by a majority vote of the board may be removed from the board as stated in the Bylaws.

Any Board member who has been absent from one (1) regular meeting of the Board of Directors shall request an excused absence from the president. If the Board Member misses the next Board of Directors meeting, the director shall be deemed to have resigned from the Board of Directors and the vacancy shall be filled as provided by the chapter's bylaws, unless a further excused absence for extraordinary reasons shall be granted by the members of the Board.

## **1.6 DOCUMENT RETENTION AND DESTRUCTION POLICY**

**1.6.1 Rules.** The Organization's staff, volunteers, Board Members and outsiders (i.e., independent contractors via agreements with them) are required to honor these rules: (a) paper or electronic documents indicated under the terms for retention below will be transferred and maintained by the Executive Director; (b) all other paper documents will be destroyed after three years; (c) all other electronic documents will be deleted from all individual computers, data bases, networks, and back-up storage after one year; and (d) no paper or electronic documents will be destroyed or deleted if pertinent to any ongoing or anticipated government investigation or proceeding or private litigation.

### **1.6.2. Terms for retention.**

#### **a. Retain permanently:**

*Governance records* – Charter and amendments, Bylaws, other organizational documents, governing board and board committee minutes.

*Tax records* – Filed state and federal tax returns/reports and supporting records, tax exemption determination letter and related correspondence, files related to tax audits.

*Intellectual property records* – Copyright and trademark registrations and samples of protected works.

*Financial records* – Audited financial statements, attorney contingent liability letters.

#### **b. Retain for three years:**

*Employee/employment records* – Employee names, addresses, social security numbers, dates of birth, INS Form I-9, resume/application materials, job descriptions, dates of hire and termination/separation, evaluations, compensation information, promotions, transfers, disciplinary matters, time/payroll records, leave/comp time/FMLA, engagement and discharge correspondence, documentation of basis for independent contractor status (retain for all current employees and independent contractors and for three years after departure of each individual).

*Lease, insurance, and contract/license records* – Software license agreements, vendor, hotel, and service agreements, independent contractor agreements, employment agreements, consultant agreements, and all other agreements (retain during the term of the agreement and for three years after the termination, expiration, non-renewal of each agreement).

**c. Retain for one year:**

*All other electronic records, documents and files* – Correspondence files, past budgets, bank statements, publications, employee manuals/policies and procedures, survey information.

**1.6.3. Exceptions.** Exceptions to these rules and terms for retention may be granted only by the Organization’s President.

**1.7 WHISTLEBLOWER POLICY AND CODE OF ETHICS**

Each board member will be required sign a copy of the Whistleblower Policy and the Code of Ethics at the beginning of each year.

**1.7.1.** This **Whistleblower Policy (Appendix D)** of (MPI Sacramento Sierra Nevada Chapter): (1) encourages staff and volunteers to come forward with credible information on illegal practices or serious violations of adopted policies of the Organization; (2) specifies that the Organization will protect the person from retaliation; and (3) identifies where such information can be reported.

**Encouragement of reporting.** The Organization encourages complaints, reports or inquiries about illegal practices or serious violations of the Organization’s policies, including illegal or improper conduct by the Organization itself, by its leadership, or by others on its behalf. Appropriate subjects to raise under this policy would include financial improprieties, accounting or audit matters, ethical violations, or other similar illegal or improper practices or policies. Other subjects on which the Organization has existing complaint mechanisms should be addressed under those mechanisms, such as raising matters of alleged discrimination or harassment via the Organization’s human resources channels, unless those channels are themselves implicated in the wrongdoing. This policy is not intended to provide a means of appeal from outcomes in those other mechanisms.

**Protection from retaliation.** The Organization prohibits retaliation by or on behalf of the Organization against staff or volunteers for making good faith complaints, reports or inquiries under this policy or for participating in a review or investigation under this policy. This protection extends to those whose allegations are made in good faith but

prove to be mistaken. The Organization reserves the right to discipline persons who make bad faith, knowingly false, or vexatious complaints, reports or inquiries or who otherwise abuse this policy.

**Where to report.** Complaints, reports or inquiries may be made under this policy on a confidential or anonymous basis. They should describe in detail the specific facts demonstrating the bases for the complaints, reports or inquiries. They should be directed to the Organization's chief employed executive or the President; if both of those persons are implicated in the complaint, report or inquiry, it should be directed to the President-elect. The organization will conduct a prompt, discreet, and objective review or investigation. Staff or volunteers must recognize that the Organization may be unable to fully evaluate a vague or general complaint, report or inquiry that is made anonymously.

1.7.2 The **Code of Ethics (Appendix E)** validates the volunteers' full acknowledgement of the commitment they are undertaking and their responsibility to carry out their role with the utmost professionalism and integrity.

## **SECTION 2: EXECUTIVE COMMITTEE**

2.1 **The Executive Committee:** An Executive Committee may be established as an option in accordance with **Article IX, Section 1** of the chapter bylaws. The President chairs special meetings of the Executive Committee which may occur to address issues or topics that require attention in between regularly scheduled board meetings. The work of the executive committee is to a) support the strategic decision-making of the board, b) serve as a sounding board for management on emerging issues, problems or initiatives, and c) facilitate communication on organizational matters. The Executive Committee presents any actions or recommendations to the board to ratify at the next board meeting, or by email, or teleconference, if urgent.

## **SECTION 3. BOARD ELECTION & SERVICE**

3.1 **NOMINATING COMMITTEE PROCEDURES.** Outlined in chapter minimum bylaws **Article X, Section 2**. Nomination policies cannot be in conflict with bylaws.

3.1.1 **Governance and Nominating Committee Formation.** The Immediate Past President shall chair the Nominating Committee, with the President-Elect serving as a member of the committee. The remaining members of the Nominating Committee shall be appointed by the President with the approval of the Board of Directors. There shall be no less than four (4) members including the chairman.

To eliminate conflict of interest no member of the Nominating Committee shall have his or her name placed in nomination by the Committee for an office or a seat on the Board of Directors.

3.1.2. **The Governance and Nominating Committee Function.** The Committee shall act as the official canvasser for the Chapter and shall be responsible for management of all aspects of the nomination and election process including the following:

- 3.1.2.1. Establishing and adhering to a nomination and election calendar that assures timely completion of the elections in accordance with Chapter Bylaws which require completion process no later than March 1 of each year.
- 3.1.2.2. Soliciting nominations from the floor at the first monthly meeting subsequent to the announcement of the slate of candidates.
- 3.1.2.3. Securing nominee consent.
- 3.1.2.4. Developing a slate of candidates from among the members of the Chapter who are eligible for election in accordance with Article VI, Sections 2, 3 and 5 of the Bylaws. This slate shall include nominees for the positions of President-elect, Vice Presidents of Finance, Education and Events, Membership, and Communications, and nominees for other officer positions (directors) as established and specified by the Board of Directors. Job descriptions and duties for each elected officer may be found in **Appendix F**.
- 3.1.2.5. Directing the posting the slate of nominees to Chapter members.
- 3.1.2.6. Managing any matters regarding a contested slate.
- 3.1.2.7. Presenting the slate to the Board of Directors for election.
- 3.1.2.8. Announcing the results of the elections to the MPISSN membership.
- 3.1.2.9. Submitting names of elected Officers and Board Members to MPI headquarters by the designated date each calendar year.
- 3.1.2.10. Implement activities per the annual timeline.

<b>August -</b>	<b>Submit Nomination Committee Members to the Board</b>
September -	Connects newsletter communication inviting consideration
<b>October -</b>	<b>Develop a list of prospects and interested parties</b>
November -	Request nominations from the floor at an event Contact prospects and gauge interest level
<b>December -</b>	<b>Deliberate and develop slate</b>
January -	Post Slate and/or address contested slate per policy
<b>February -</b>	<b>Board elect slate</b>
March -	Submit Slate to HQ and announce to members

3.1.3 **Transition processes and orientation requirements.** The Governance and Nominating Committee shall communicate requirements of all newly elected officers and directors to participate in the annual leadership training event (Chapter Tools) to facilitate the smooth transition of officers and to ensure appropriate orientation to MPISSN policies and procedures of operation.

3.2 **CONTESTED SLATE POLICY:** Once the Nominating Committee has developed a slate of nominees for election from all the Candidate Interest Forms submitted, the slate is sent to the membership. Additional nominations from the membership shall be permitted; provided a nomination is submitted in writing to the Nominating Committee Chair by date provided and is

supported by a minimum of 10% percent of the official chapter membership as of date provided. The nominee must identify the specific person he/she is running against in the general elect and must have already submitted a Candidate Interest Form to be eligible for petition. If no additional nominations are received by the deadline, the ballot submitted by the Nominating Committee will be deemed elected by acclamation and will be installed at the chapter's annual meeting. If additional nominations are received, a mail ballot will be sent to all chapter members for those positions having two or more candidates in contention.

- 3.3 **SLATE PRESENTATION AND SUBMISSION:** Chapter slate will be presented to membership on templates provided by MPI Global and allow 30 days for membership to contest prior to bylaw deadline of March 1<sup>st</sup>. Chapter will submit to MPI Global the approved slate on the template provided by MPI Global on or before March 1<sup>st</sup> of each year.
- 3.4 **BOARD TRAINING:** Any incoming board member never serving on a MPI chapter board previously is required to attend the MPI Global Board 101 training on dates specified. Each candidate is required to sign the training acknowledgement form and submit to their President prior to June 15<sup>th</sup> of the fiscal term. All chapter leaders are able to and encouraged to attend MPI Global trainings, Chapter Business Summit (CBS) and Chapter Leader Forum (CLF at WEC).
- 3.5 **BOARD RETREATS:** Chapters are required to hold an annual board planning retreat each year between April and June of the fiscal year. Chapters are also required to hold a mid-year assessment retreat between November and January of each fiscal year. Chapters must engage with an external professional facilitator to oversee the process and flow of the retreat. Facilitators cannot be a Current Board member from your home chapter or chapter member that has served on the board in the last two years. All retreat facilitators must be approved prior to contracting with your Chapter Business Manager.

#### **SECTION 4. BOARD COMPENSATION**

- 4.1 **COMPENSATION:** Directors and elected Officers shall not be compensated for their services as an MPI Chapter Officer or Director or receive any preferential discounts or considerations for attending chapter events.
- 4.2 **GIFTS:** Directors and elected Officers shall not accept any gifts over the value of \$100.00 unless otherwise approved by MPI Global.



### III. COMMITTEES, TASK FORCES, AND ADVISORY COUNCILS

#### SECTION 1. STANDING COMMITTEES

Note: Standing Committees are distinct from other committees prescribed by chapter bylaws (**Article X**) including the *Executive Committee*, *Audit and Finance Committee*, and the *Governance and Nominating Committee*, which are addressed elsewhere in this manual.

- 1.1 **STANDING COMMITTEES:** A volunteer Chair will be appointed for each standing committee annually. Chairs are appointed by the President-Elect with the insight of the Immediate Past President and other directors all of whom are responsible for proper succession planning for the chapter. Chairs are guided and encouraged to form their respective committees with the assistance of the President-Elect who has a primary duty to organize and recruit volunteers. A board vote is not required in the appointment of volunteer Chairs and committee members. *At the minimum*, these Standing Committees shall form annually:

Committee	Purpose	Timeline	Responsible to:	Recommended # of Volunteers
Annual event committee	To produce primary annual fundraiser/annual meeting and board induction	February through June	VP Education and Events	20
Awards and recognition committee	To honor and recognize individuals for chapter specific awards and chapter longevity	August through June	VP Membership	6 - 8
Crab Feed committee	To produce festive midyear fundraiser	October through February	VP Education and Events	15
Education programs committee	To plan and implement all education programs	Year-round	VP Education and Events	8 - 10
Membership recruitment/retention committee	To actively promote and foster membership in MPISSN	Year-round	VP Membership	8
Tradeshow committee	To produce creative trade-focused supplier showcase	October through March	VP Education and Events	10

## SECTION 2. ADVISORY COUNCILS AND TASK FORCES

2.1 **ADVISORY COUNCILS AND TASK FORCES:** Volunteers for any advisory councils and/or task forces shall be appointed as determined by the board of directors although a board vote is not required to form a council or task force.

### 2.1.1 **Past Presidents Advisory Council**

Purpose: The Past Presidents Advisory Council provides assistance to the board of directors by offering advice and guidance, presenting insight on emerging issues, mentoring directors and officers, and other issues as needed.

#### Responsibilities/Timelines:

- The past presidents of MPISSN shall be known collectively as the Past Presidents Advisory Council (PPAC).
- The PPAC shall serve in an advisory and support capacity to the President and Board of Directors, and shall serve as mentors to chapter leaders.
- The PPAC shall be composed of all past presidents who are currently members in good standing of MPISSN, or who have retired from the industry.
- Past Presidents of MPISSN who are no longer members of the Sacramento Sierra Nevada Chapter, shall be considered affiliate, or ex-officio members of the PPAC and will be invited to Council meetings and events.
- Following each PPAC meeting, the Chair shall provide a report to the Board of Directors.
- The PPAC shall meet quarterly, or as determined by the Council members.
- The President and President-Elect will be invited, and are encouraged, to attend all PPAC meeting.

The Immediate Past President shall serve as the Chair of the PPAC and serve as the liaison to the Board of Directors.

## SECTION 3. VOLUNTEER ROLES & RESPONSIBILITIES

3.1 **Expectations of Committee, Advisory Council and/or Task Force Chairs:** MPISSN has 17 formal committee chair positions. If necessary, co-chairs may be assigned to share the responsibilities of a position. Position descriptions, including extensive detail and timelines, are provided in **Appendix F** for each chair role.

The universal expectations of every volunteer chairperson include the following:

- Clearly communicate purpose/charge for the group. If changes in direction occur, communicate to group in a timely manner.
- Ensure that expenses are within the parameters of the board-approved budget and specific to line-item detail.

- Develop work plans to achieve purpose/charge and clearly communicate responsibilities/assignments for each member. Create a positive volunteer experience for all.
- Complete any assignments by pre-determined deadlines.
- Draft and disseminate meeting notes/summaries to document actions and guide volunteers.
- Draft and submit progress (via TSR reporting) to assigned Board of Director as needed.
- Ensure volunteer reimbursement requests are submitted and paid within 30 days of funded meeting.

Volunteer chairs shall convey these minimum expectations of their respective volunteer **committee members** to encourage positive outcomes and success in meeting the objectives of the committee:

- Focus on assigned purpose/charge for the group.
- Attend meetings and conference calls.
- Complete any assignments by pre-determined deadlines.
- Communicate any challenges/concerns early to volunteer chair.
- Submit volunteer reimbursement requests immediately following approved expenses but no later than 30 days.
- Maintain confidentiality of discussions and background materials and immediately disclose any conflict of interest that may arise.

## IV. FINANCE

### SECTION 1. FISCAL YEAR

- 1.1 The fiscal year of the chapter for financial and business purposes is July 1 through June 30 unless otherwise determined by the chapter with MPI Global approval.

### SECTION 2. ANNUAL BUDGET

- 2.1 The **annual budget** is prepared by the Office of the President (President, President-Elect, Immediate Past President) in collaboration with the VP Finance and Executive Director for review by the Executive Committee/Board. The Board of Directors approves the annual operating budget in compliance with MPI Global bylaws and prior to June 15. All chapter operations will be in alignment with the annual, board-approved budget. All directors and chairs will work within the parameters of specific line-item detail. Any adjustments must be board approved.
- 2.2 **Contractual And Financial Obligation Policy:** Among the responsibilities of the Board of Directors are the execution of contracts and the fiscal encumbrance of the assets of the Chapter. The Board delegates this responsibility to the President who has sole authority to sign on contracts and agreements. In the President's absence, the Immediate Past President may sign.

Board members, committees and staff should be free to incur obligations to the amount of the approved budget.

MPI Sacramento Sierra Nevada prepares an annual operating budget that is constructed as a functional budget. It does so in order that various committees can accurately track revenue and expenses relative to their specific committee(s). Annually, committee chairs propose a specific budget for their committee, which is then incorporated into the operating budget for final adjustment. This budget is then reviewed and approved by the Board of Directors. The budget is developed based on prior years' data and performance and, in the case of events, on per person calculations for revenue and expense. Thus, if any committee wishes to deviate from the budget numbers, it must first ask and receive approval from the Board of Directors for such budget exceptions. The annual budget is developed on a line item basis. Thus budget allocations for one item may not be used to increase the budget for other line items.

#### 2.2.1. **Contracts Policy**

- No contracts obligating MPI Sacramento Sierra Nevada shall be executed which are not reflective of the Policies of MPI Sacramento/Sierra Nevada.
- All contracts shall be reviewed by the Chapter Administrator and executed by the President.
- The Executive Director shall report any contractual or other financial obligation to the MPI Sacramento Sierra Nevada Board of Directors within 30 days of execution.

### 2.2.2. Undisputed Invoices

All undisputed invoices or portions of undisputed invoices from vendors will be paid promptly on receipt, so long as they are accompanied by the **Check Request form (Appendix G)**.

## SECTION 3. RESERVE FUND

- 3.1 **Terms:** The term “Reserves” for financial purposes will be defined as funds set aside to be used in emergency cases or in the event of an investment by the Chapter to further its mission.
- 3.2 **Reserve Target:** Chapter will maintain a minimum reserve of 6-8 months operating funds. Operating funds will be defined as annual fixed expenses plus 20%. This timeframe is to be a minimum as it is recognized that external events in the industry, significant downturn in the economy or stock market could make a longer commitment necessary.
- 3.3 **Purpose of Reserves:** MPI Sacramento/Sierra Nevada will maintain adequate reserves for the following purposes:
- Unpredictable events/emergencies which could substantially impact MPI’s operations or revenue streams. While such occurrences are rare, reserves can provide the resources necessary to keep the organization functioning should one occur.
  - Identification of a valuable investment opportunity for long term growth. While most such opportunities are managed through budgeted expenditures, the right opportunity with a significant and dependable return on investment can warrant a decision on the part of the board to access the organization’s reserves. These investments would require an acceptable ROI back to the organization and would be sustainable long term without the initial deemed reserve support.
- 3.4 **Access to Reserves:** The access of the “reserve” shall first be referred to the VP Finance for consideration. Final approval by a majority vote of the Board of Directors is required.
- 3.5 **Investment Policy:** MPI Sacramento Sierra Nevada shall be attentive to risk and adhere to investment guidelines regarding the diversification of MPI Sacramento Sierra Nevada assets;
- 3.5.1. **Investment Objective**  
The Board of Directors of MPI/Sacramento Sierra Nevada has authorized the Vice President of Finance to make **low risk** investments in order to maintain a high level of current income and to achieve growth in principal over the long term. These guidelines are a general direction and provide some discretionary authority to the Board in expectation, but not assurance, that the policy will yield the desired results.
- 3.5.2. **Responsibilities of the Account Representatives**  
The Vice President of Finance, on behalf of the Board, is responsible for oversight of MPI Sacramento Sierra Nevada assets. Under the Board’s **low risk** posture, investments are restricted to either certificates of deposit or money market accounts. The Vice President of Finance, in consultation with the Accountant and the Executive Director, will determine which amounts should be held as normal business checking and which are to

be transferred to higher yielding products, based on an analysis of MPI Sacramento Sierra Nevada's cash flow needs.

### 3.5.3 Risk Tolerance

Investment theory and historical capital market return data suggests that, over long periods of time, there is a relationship between the level of risk assumed and the level of return that can be expected in an investment program. In general, higher (i.e., volatility of return) is associated with higher returns. Given this relationship between risk and return, the target will be a *low risk* strategy.

### 3.5.4 Performance Evaluation

The Board will monitor the investments and evaluate the success in achieving the investment objectives for current and future needs.

### 3.5.5 Approval

The investment policy as set forth in this document will be reviewed periodically by the Board to consider and implement changes. Deviations from the investment policies and constraints outlined in this document may be authorized in writing by the Board when it determines that the deviation does not constitute a material departure from the spirit of this Investment Policy. Only the MPI Sacramento/Sierra Nevada Board of Directors may make substantial and material modifications of this investment policy and may do so by mail or facsimile ballot with a majority of those voting approving the action to be taken.

## SECTION 4. REQUEST FOR PROPOSALS

- 4.1 **Request for proposals** shall be encouraged for education programs, trade show, crab feed, annual event and board retreats. Request for proposals shall include letter of transmittal, qualifications of the firm or company, the approach to be utilized and the maximum, all-inclusive fees that will be charged. Request for proposals should be secured from no less than two (2) qualified vendors, as possible, and ideally from suppliers who maintain membership with MPI.

## SECTION 5. REIMBURSEMENT OF EXPENSES OR TRAVEL

- 5.1 It is the policy of MPI Sacramento Sierra Nevada Chapter to reimburse only reasonable and necessary expenses actually incurred by Board Members.
- 5.1.1. **Reimbursement for Board of Directors Travel Expense:** Expenses incurred while attending Chapter Business Summit and World Education Congress qualify as reimbursable travel only as budgeted and approved by the board. When incurring business expenses, MPI Sacramento Sierra Nevada Chapter expects Board Members to:
- Always seek employer support first.
  - Exercise discretion and good business judgment with respect to those expenses.
  - Be cost conscious and spend MPISSN's money as carefully and judiciously as the individual would spend his or her own funds.
  - Report expenses, supported by required documentation, as they were actually spent.

5.1.2. **Personal and Spousal Travel Expenses:** Any additional expenses incurred as a result of personal travel, including but not limited to extra hotel nights, additional stopovers, meals or transportation, are the sole responsibility of the individual and will not be reimbursed by MPI Sacramento Sierra Nevada Chapter. Expenses associated with travel of an individual's spouse, family or friends will not be reimbursed by MPI Sacramento Sierra Nevada Chapter.

5.1.3. **Reimbursable Travel Expenses:**

Airfare: The lowest available coach fare should be booked (e.g. 21 day advance purchase). Convention meeting dates are published well in advance allowing for timely reservations. Costs related to upgrades utilizing frequent flyer miles are not reimbursable. Delays (weather, mechanical) in travel beyond the control of the individual will generally be considered reimbursable; however a full justification/explanation and appropriate documentation must accompany the expense report.

Lodging: For official MPI Sacramento Sierra Nevada Chapter travel to Chapter Business Summit and WEC negotiates specific hotel rates (Corporate and Government). These are the only acceptable rates for reimbursement, unless the traveler has secured a lower rate through their own efforts. Reservations must be made prior to the room block cut off date if the traveler is utilizing the rates negotiated by the HQ. If the Board Member fails to make the reservation prior to the cut off date and incurs a higher rate, reimbursement of the higher cost is at the discretion of the President. If the Board Member chooses to stay at a hotel other than the approved conference hotel(s), only the amount of the negotiated rate at the approved hotel(s) will be reimbursed toward the stay at the alternative lodging.

Transportation: If by personal car the current IRS mileage rate should be used. The cost should not exceed the lowest available airfare, plus necessary ground transportation. Reimbursement for the use of rental cars is not authorized unless they are required for MPI Sacramento Sierra Nevada Chapter business or are less expensive than the normal mode of transportation. Advance approval by the President is required. Rental cars must be refueled prior to return. Transportation to and from the airport to hotels should be by the lowest cost available – i.e. – hotel/airport shuttle, metro, taxi.

Parking/Tolls: Parking costs and tolls incurred when using your personal vehicle or authorized rental car are reimbursable.

Meals: Meals are not covered by the chapter for attendance at any event.

Airport Parking: Airport parking costs are reimbursable. Individuals should select the lowest cost option.

5.1.4 **Non-Reimbursable Travel Expenditures:** MPI Sacramento Sierra Nevada Chapter maintains a strict policy that expenses in any category that could be perceived as lavish or excessive will not be reimbursed, as such expenses are inappropriate for reimbursement by a nonprofit organization. Expenses that are not reimbursable include, but are not limited to:

- a. Alcohol
- b. Fees for upgrades of air, hotel and auto costs
- c. Entertainment
- d. Personal travel during MPI Sacramento Sierra Nevada Chapter trip
- e. Spousal expenses
- f. Limousine travel
- g. Business conferences which are not approved by the President or Board
- h. Laundry service
- i. Traffic citations
- j. Auto repairs
- k. In-room movies, costs for use of hotel gym, massage or sauna
- l. Valet parking, unless there is no "self-park" option, or self-parking is an unsafe option.
- m. In-room internet access for personal, non-business related use

All claims must be approved by the President prior to reimbursement. Exceptions to this policy must have the prior written approval of the Board of Directors.

5.2 For any travel directed or offered by MPI Global, chapter board members will comply with expense and reimbursement guidelines outlined for such event by MPI Global procedures.

5.3 **Budgeted Chapter Expenses:** Officers, directors, chairs and volunteers shall adhere to the following regarding budgeted chapter expenses.

5.3.1 **Expense Report:** All requests for reimbursement shall be made using the standard MPI Sacramento Sierra Nevada Chapter **Check Request Form (Appendix G)**. The form may be downloaded from the MPISSN website. The check request shall be submitted immediately and at least within two weeks of the program expense or completion of travel (if travel reimbursement is requested). The check request must include:

- The individual's name.
- If reimbursement for travel is requested, the date, origin, destination and purpose of the trip.
- The amount of each expense categorized under the appropriate Expense Report line item with supplemental description, if needed.

All travel expense reports must be signed and dated by the President or President elect. All other expense reports must be signed by the Vice President for the program area overseeing the activity.



- 5.3.2 **Receipts:** Receipts are required for all expenditures. No expense will be reimbursed to any volunteer unless the individual requesting reimbursement submits the check request form with written receipts or invoice showing the vendor's name, a description of the services provided (if not otherwise obvious), the date, and the total expenses, including tips (if applicable).
- 5.3.3. **Compensation and Reimbursement of Guest Speakers' Expenses:** As consideration for services rendered by speakers, Sacramento Sierra Nevada Chapter shall provide the speaker:
- a. Complimentary event registration.
  - b. Hotel accommodations for the night before or after the presentation (only when arranged by Sacramento Sierra Nevada Chapter). (In the event the Speaker must stay at the hotel for additional nights due to travel delays through no fault of Speaker, Sacramento Sierra Nevada Chapter shall pay all hotel accommodation costs for such additional night(s) otherwise additional nights are the responsibility of the speaker.)
  - c. Air travel from the nearest large airport to speakers home to the Sacramento International Airport and back. This shall not exceed US\$XXXX (spell out the amount indicated) and will only be reimbursed with the presentation of a receipt of economy class travel made at least 21 days prior to the event.
  - d. Ground transportation to and from the speaker's home and their local airport. And from the event site to the Sacramento International Airport will be reimbursed when the chapter is provided with a receipt. The chapter will not pay for car rentals or private transportation.
  - e. Meals will be reimbursed when the chapter is presented with receipts not to exceed \$60 per day including travel days.
  - f. Honorarium will be paid to the speaker by event when presented with an invoice in advance. No check will be cut without a current W-9 form.

## SECTION 6. SPONSORSHIP AND SOLICITATION

- 6.1 **Access to Member Lists:** Access to membership and attendance lists shall be restricted to MPI premiere members in good standing only. Members shall be provided the opportunity to opt out of solicitation emails from both the chapter and MPI Global.
- 6.2 **Chapter Sponsorship Policies:** MPISSN's Strategic Partnership & Advertising Kit (**Appendix H**) shall reflect the offerings of the chapter. It shall be reviewed annually and approved by the board of directors to reflect market-appropriate opportunities.

## SECTION 7. PAID STAFF ADMINISTRATORS

- 7.1 **Duties:** Paid staff administrators must adhere to the standards and qualifications established by MPI Global. A minimum scope of services as outlined below will be included in administrator RFP and contracts. Additional services above the minimum requirements can be added by the chapter at their discretion with board approval.

7.1.1. Minimum scope of services of paid administrator shall include the following for the provision of professional management and administrative services:

- Provision of headquarters office and necessary technology to support all methods of communication with board and members, e.g., phone fax, email, computers, printer, software, etc.
- Proven skills in all administrative functions and support for small associations
- Capable in bookkeeping services
- Capable in website management, i.e., content management systems
- Capable in event management and registration
- Capable in recordkeeping and documentation
- Capable in all facets of board support

## 7.2 Management of Paid Staff:

7.2.1 The chapter President is authorized to execute the contract between MPI Sacramento Sierra Nevada Chapter and its contract Executive Director and Contract bookkeeper (which may be one and the same), on behalf of the chapter.

7.2.2 The Executive Director Yearly Performance Review shall be the responsibility of the Immediate Past President. The President Elect, President, Immediate Past President and Vice Presidents for the year in review shall offer feedback. Vice Presidents also reach out to Committee Chairs (for the year in review) for feedback, when appropriate. Executive Director evaluations should correlate to current scope of services. The Executive Director, Immediate Past President and President should be present for review. A copy the of signed review shall be kept on file. The Immediate Past President shall keep the board informed throughout the process.

7.3 **Evaluation Of Paid Staff & Contract Renewals:** Each chapter is required to complete an annual review of their administrative services prior to end of the chapter year. Chapter must at a minimum adhere to the evaluation guidelines provided on the sample template. Additional processes can be deemed necessary at the chapter discretion. All chapters must submit a copy of their paid staff evaluations to MPI Global within 30 days of completion of the evaluation.

7.4 **Process For Determining Compensation:** The process for determining compensation for the Executive Director and/or association management company and/or third party administrator shall include the following elements: (1) review and approval annually by the Compensation Committee (Office of the President) of MPISSN; (2) use of data as to comparable compensation; and (3) contemporaneous documentation and recordkeeping.

7.4.1 The Office of the President has the authority to negotiate the Executive Director/paid staff's annual contract and compensation, pending the results of the annual, formal evaluation.

- **Review and Approval.** The Compensation of the Executive Director and/or Association Management Company and/or Third Party Administrator is reviewed and approved by the Compensation Committee (Office of the President) of MPISSN annually provided that person(s) with conflicts of interest with respect

to the compensation arrangement at issue shall not be involved in this review and approval.

- **Contemporaneous Documentation and Recordkeeping.** There is contemporaneous documentation and recordkeeping with respect to the deliberations and decisions regarding the compensation arrangement.

## **SECTION 8. COMPLIMENTARY ADMISSION TO PROGRAMS AND EVENTS**

- 8.1 **Complimentary Registrations:** Approved complimentary registration may be charged to the budget line item of the sponsoring committee, group, or individual. Officers, Directors and committee chairs shall not receive any compensation for their service to MPI.

## **SECTION 9. JOINT VENTURE**

- 9.1. MPISSN shall evaluate its participation in joint venture arrangements under Federal tax law and take steps to safeguard the organization's exempt status with respect to such arrangements. It applies to any joint ownership or contractual arrangement through which there is an agreement to jointly undertake a specific business enterprise, investment, or exempt-purpose activity as further defined in this policy.

- 9.1.1. It is the general policy of the Organization to engage in Joint Ventures or other joint business enterprises only with other tax exempt organizations. However in the event the Organization enters into any such arrangements then it shall do so only in compliance with the following procedures.

**9.1.1.1 Joint ventures or similar arrangements with taxable entities.** For purposes of this policy, a joint venture or similar arrangement (or a "venture or arrangement") means any joint ownership or contractual arrangement through which there is an agreement to jointly undertake a specific business enterprise, investment, or exempt-purpose activity without regard to: (1) whether the Organization controls the venture or arrangement; (2) the legal structure of the venture or arrangement; or (3) whether the venture or arrangement is taxed as a partnership or as an association or corporation for federal income tax purposes. A venture or arrangement is disregarded if it meets both of the following conditions:

- a. 95% or more of the venture's or arrangement's income for its tax year ending within the Organization's tax year is excluded from unrelated business income taxation including but not limited to: (i) dividends, interest, and annuities; (ii) royalties; (iii) rent from real property and incidental related personal property except to the extent of debt-financing; and (iv) gains or losses from the sale of property; and
- b. the primary purpose of the Organization's contribution to, or investment or participation in, the venture or arrangement is the production of income or appreciation of property.

9.1.1.2. **Safeguards to ensure exempt status protection.** The Organization will: (a) negotiate in its transactions and arrangements with other members of the venture or arrangement such terms and safeguards adequate to ensure that the Organization's exempt status is protected; and (b) take steps to safeguard the Organization's exempt status with respect to the venture or arrangement. Some examples of safeguards include:

- a. control over the venture or arrangement sufficient to ensure that it furthers the exempt purpose of the organization;
- b. requirements that the venture or arrangement gives priority to exempt purposes over maximizing profits for the other participants;
- c. that the venture or arrangement not engage in activities that would jeopardize the Organization's exemption; and
- d. that all contracts entered into with the organization be on terms that are arm's length or more favorable to the Organization.

9.1.1.3. **Existing Joint Ventures or Joint Business Enterprises.** As of the date of adoption of this policy the Organization does not participate in any joint ventures.

## **SECTION 10. GENERAL FINANCIAL OPERATIONS**

- 10.1 **Fiduciary Responsibility:** It is the fiduciary responsibility of every Board Member of the Board of Directors and every Committee Chair to maintain and improve the financial health of the Chapter. If there is a proposal to spend money for an event or project, and that expenditure is not already contained in an approved budget, Board approval must be obtained in advance of making the expenditure. Such requests shall be submitted in writing to the MPI Sacramento/Sierra Nevada Board of Directors and shall specify the amount and reasons for the expenditure.
- 10.2 **Check Request Forms:** It is the responsibility of Board Members and Committee Chairs to complete a check request form (**Appendix G**), duly signed by the requesting party, and submit it, together with appropriate documentation, to the Executive Director. The purpose of this policy is not to restrict already budgeted expenditures, but to ensure that the expenditures are assigned to the correct budgetary line items. The Executive Director or bookkeeper shall not cause any payments to be issued that do not adhere to this policy.
- 10.3 **Invoice Request Forms:** It is the responsibility of Board Members and Committee Chairs to provide information in writing on the Invoice Request Form (**Appendix I**) to the MPISSN office regarding commitment for payment to MPISSN. It is the responsibility of the Executive Director and/or bookkeeper to ensure that invoicing is produced on a timely basis and revenues collected. Examples of such payments are: *Key Partnerships, Sponsorships, and Advertising.*

- 10.4 **Check Issuance Policy.** Checks will be prepared weekly, or as often as necessary, and submitted to the authorized individuals with check signing responsibilities. This includes the VP of Finance, the President, the Immediate Past President and the President-Elect. All checks require a second signer. In no instance shall a check be signed by the person to whom the check is issued. Executive Director shall expedite check processing to ensure timely payment.
- 10.5 **Monthly Bank Reconciliation.** Upon receipt of monthly bank statements, the bookkeeper will reconcile the chapter account. The bookkeeper will produce the following financial reports within ten (10) days of receipt of the statements:
- Statement of Financial Position
  - Profit and Loss Statement
  - Budget versus Actual Statement
  - Others as deemed useful for board business and management of program areas
- 10.6 **Credit Card and Online Registration Processing.** Credit card transactions and online registration shall be available to members to facilitate convenience and ease, and security. The Executive Director manages the application and enters information, as required, manually (i.e., checks or faxed credit card numbers and any transaction not automatically handled by the application) and shall update daily.
- 10.7 **Deposits.** Checks received by MPI Sacramento Sierra Nevada will be deposited within the same week in which they are received by the Contract Bookkeeper and, in no event, shall checks be held for more than eight days without proper justification for doing so. Cash deposits shall be performed by the Executive Director within one week of receipt.
- 10.8 **Delinquent Accounts.** VPs, directors or chairs who submit an invoice request are responsible for all follow-up to ensure that receivables do not extend out more than 30 days.

## V. CHAPTER EVENTS

### SECTION 1. EDUCATIONAL & SOCIAL EVENTS:

- 1.1 **Educational Programs:** MPISSN shall produce quality, accessible education programs for members' professional development, attentive to the following:
- 1.1.1. **Education Luncheon Meeting Fees:** The Early Bird cost of education luncheon meetings will be \$45 for members and \$55 for non-members. After the Early Bird rate expires, the regular cost will be \$60 for members and \$70 for non-members. (*Adopted June 24, 2015*). A third tier representing a "late rate" will impose \$15 more on the regular rate seven days prior to the program date — \$75 for members, and \$85 for non-members respectively. (*Adopted Oct. 20, 2015*).
  - 1.1.2. **Payment to hotels and caterers** that supply food and beverage for all chapter education and events will be reviewed by the board of directors as needed. The amount paid to suppliers for breakfast shall not exceed \$8 inclusive, and \$28 inclusive for lunch.
  - 1.1.3. **Audio visual equipment:** Whenever possible, audio/visual equipment shall be secured through donations. The in-house AV company of the facility to be used will be given first option to provide the equipment at no charge. If the in-house AV company is unable to do this, an AV company with an MPI member on staff will be invited to provide the equipment at no charge with a minimum of one week notice prior to the event. A list of AV companies with MPI Sacramento Sierra Nevada members on staff will be maintained by MPISSN staff and may be contacted by the committee. If the equipment is not available at without charge, the company submitting the lowest bid will be selected. At its discretion, the chapter may purchase its own audiovisual equipment.
  - 1.1.4. **Distribution of material/Table top displays:** Only materials related to MPI-sponsored event or projects, or materials from the event host, or event sponsor may be displayed. Arrangements are made by the program committee in advance of the meeting.
- 1.2 **Networking/Social Programs:** MPISSN shall produce quality, accessible programs for the purpose of enhanced networking and chapter fundraising, attentive to the following:
- 1.3 **Event Attendance:** Chapters must charge a member rate and a non-chapter member rate for all events. The price difference between member and non-chapter member rates is at the chapter discretion based on specific event needs. Anyone who is not a preferred or premier level member is required to pay the non-chapter member rates for events and is limited to no more than 2 events in one fiscal year at the non-chapter member rate.

Partnership events with other industry organizations are excluded from this requirement.

Non-industry guests are exempt from this rule and can be charged a guest rate to be determined by the chapter.

1.4 Meeting and event registration procedures:

- 1.4.1 **Cancellation Policy:** Should a member or guest pre-pay for attendance at a meeting or event and need to cancel their registration, an email or fax must be sent to the MPI SSN office three (3) working days prior to the meeting to assure application of payment to the next meeting.
- 1.4.2. **No-Show Policy:** There are no provisions for refunds to pre-paid members or guests who do not cancel and do not attend MPI SSN meetings and events. Exceptions may be made for emergencies. The amount would be credit toward a future event of the same value and within the same fiscal year.
- 1.4.3. **Invoice Policy:** MPISSN will NOT invoice for events and all fees must be paid by the date of the event or attendance will be prohibited.
- 1.4.4. **Replacement for Pre-Paid Member Registrant:** Should an MPISSN member pre-pay and be unable to attend a meeting or event, an individual from the same organization may attend. If the replacement is not an MPISSN member, the difference in fee must be paid in advance or at the event.
- 1.4.5. **Pre-Registered Definition:** A pre-registered member or guest is one who has registered online or by fax and paid the fee for the event before the announced cut-off date stated in advertising for the event. Phone or email registrations are not accepted.
- 1.4.6. **Limit on Non-Member Attendance:** Guests, nonmembers, and former MPI members may attend up to a maximum of two events. After two events, the individual must join or rejoin MPI. This includes special events, tradeshow, or the auction/installation dinner. Past Presidents, who have retired and who no longer work in the meeting industry and no longer retain membership in MPI, may attend MPISSN luncheons and events at the member rate.
- 1.4.7. **Attendance of Hotel Staff from Hosting Venue:** Up to two (2) hotel/venue representatives from the host site for a given MPISSN education program may attend that MPISSN educational luncheon and/or workshop with the understanding that the host venue covers the representatives' meal costs, and that the offer is based on space availability. MPISSN education committee members who are responsible for negotiating hotel venue locations will maintain some flexibility in negotiating the number of representatives as appropriate if the venue pursues additional representation and space allows.

- 1.5 **Drawing/Raffle Prize Eligibility:** All MPI Sacramento/Sierra Nevada members and guests (Planners or Suppliers) shall be eligible to participate in all raffles and/or drawings conducted during any MPI Sacramento/Sierra Nevada meeting or event unless such participation is prohibited by law. If a meeting sponsor requests that only eligible planners participate in a special drawing for a prize they have donated then this will be allowed.

- 1.6 **Media Attendance at MPISSN Functions:** Media professionals are required to pay the nonmember rate at all events unless the Public Relations committee requests otherwise. Cost of luncheon(s) will be charged to the Public Relations Committee. If media professionals wish to attend, but not eat, they may do so without charge.



## VI. COMMUNICATIONS

### SECTION 1. BRAND STANDARDS

- 1.1 All Chapters must adhere to the MPI Chapter Logo and Identity Standards document provided. Any theme specific logos for events must not be in conflict with the MPI Global Brand Standards and must be approved by MPI Global prior to use.

### SECTION 2. CHAPTER COMMUNICATIONS

- 2.1 MPISSN shall communicate chapter activities six weeks prior to the events as planned per the chapter's 18-month calendar.

### SECTION 3. ADVERTISEMENTS

- 3.1 MPISSN shall honor the annually approved sponsorship/advertising package and its rates, sizes, and deadlines within.

### SECTION 4. MAILING LISTS

- 4.1 **Mailing List Policy:** MPI Sacramento/Sierra Nevada may sell and distribute membership mailing labels in accordance with the following policy.
  - Membership mailing labels may be exchanged with any other MPI chapter free of charge and to any other organization with prior approval of the MPISSN Board of Directors.
  - Membership mailing labels may be sold to private and public not-for-profit organizations and agencies offering products and services including educational programs which may further the professional goals of the membership or member client for a cost of \$75 per set of labels .
  - Membership mailing labels may be sold to private for-profit organizations, companies, corporations, agencies and individuals for a cost of \$75 per set.
  - Staff shall require payment in advance and require a signed contract detailing the limitations of the use of the labels to one time use.
  - Staff shall report monthly on the sale and distribution of MPI Sacramento/Sierra Nevada membership labels.

## VII. MISCELLANEOUS

### SECTION 1. PHILANTHROPIC ACTIVITY

- 1.1 **Community Outreach Program:** MPISSN Develops and presents plans for the interaction of the Chapter with the greater Sacramento community in programs for public benefit.

MPI SSN will contribute 100% of the revenue generated by fundraising activities at monthly programs to a charity or charities within the geographic region of the chapter, so long as the geographic region selected is within the state of California (required by Attorney General of the state of California. Revenue generated by fundraising activities at monthly events is posted as "Community Outreach Income." In May of each year, a call will go out to the membership soliciting proposals for charity(ies) for the upcoming program year. Any MPI SSN member may submit a proposal recommending support of a charitable event or organization to the Community Outreach Committee. The charitable organization shall be determined annually by a vote of the Board of Director at its year-end meeting (held prior to the new program year for which the charity(ies) will receive funds). MPISSN contributions distributed by the Community Outreach Committee shall be posted as a Community Outreach Committee expense line item.

Charity Selection Process is outlined in **Appendix J**.

- 1.2 **MPI Foundation "Spare Change" Collection:** MPISSN shall take opportunities at education programs and events to collect "spare change" for the MPI Foundation. A total sum will be forwarded to MPI Foundation at year year.

### SECTION 2. CHAPTER AWARDS

- 2.1 **Purpose:** The Awards Committee provides recognition to chapter members by presenting various Chapter awards. The committee solicits and evaluates nominees, selects recipients, presents awards and works with the Communication Committee to inform Chapter members, media and industry publications. The following policy and procedures are intended to establish guidelines to ensure consistency and objectivity in the selection process. The awards committee should review these procedures and may suggest changes which must be approved by the Board of Directors.

#### **Awards and Recognition Procedure Summary**

Review – *same guidelines for all listed below*

Purpose

Criteria

Solicit

Questionnaire

Selection

Award

Presentation

Recognition – *same guidelines for all listed below*

### **REVIEW procedure for all awards**

At least 6 months prior to the announcement of the award, the Awards Committee shall meet to review selection policy and procedure and make recommendations for changes and/or modifications as appropriate. Any additions, deletions, or modifications must be approved by the MPI SSN Board of Directors.

### **RECOGNITION procedure for all awards**

1. A list of all award recipients for each category must be maintained and included in the MPISSN Membership Directory and website.
2. Obtain from awardee
  - i. Biography
  - ii. Photo
  - iii. Current title and designation
3. Create a fact sheet
  - i. Name and purpose of award
  - ii. Date and location of award presentation
  - iii. Number and type of attendees at presentation
  - iv. Awardee information
  - v. Presenter information
4. Submit information to communications committee
5. Request disbursement of Award announcement in
  - i. MPISSN newsletter
  - ii. MPISSN website
  - iii. MPISSN eblast
  - iv. MPI website
  - v. Industry publications
  - vi. Greater Sacramento area business media

### **2.1.1 PLANNER AND SUPPLIER OF THE YEAR**

#### **Review**

See above

#### **Purpose**

Award is given to a supplier and a planner on the basis of career involvement, professionalism, and dedication to furthering the goals of the Chapter, MPI and the meeting planning industry.

#### **Criteria**

1. Nominee must be an active member of MPI SSN and hold continuous membership for at least the past five years.
2. Any MPI SSN planner or supplier member in good standing may be nominated for planner or supplier of the year.
3. Nominees from previous years who did not win can be re-nominated. Past recipients are eligible for nomination if their recognition was awarded at least seven (7) years prior.
4. Members may self-nominate.

5. Selection shall not be based entirely on any single year contributions.

### **Solicit**

1. The Awards Committee shall solicit nominations from the membership. The solicitation shall include a nomination form, submission deadline, and selection criteria.
2. At least 3 months prior to the announcement of the awards, solicitation for nominees shall be published in the MPI SSN newsletter and website.
3. At least 3 months prior to the announcement of the awards criteria a nomination form will be mailed, emailed and available at the concurrent chapter meeting to members at large.

### **Questionnaire**

At least 3 months prior to the announcement of the awards, the committee chair shall forward questionnaires to each nominee in order to obtain accurate information about each candidate's qualifications. Nominees shall have 30 days to complete and return the questionnaire. The questionnaire should include:

1. Contact information to include; Name, company or affiliation, business address, phone, email, MPI membership length, planner or supplier designation.
2. Attendance and participation at MPI/Sacramento meetings and events. Staff to provide the Awards Committee with a report on nominee participation over the past three years. Report shall contain the nominee's name, the number of monthly events, broken down by year, and whether the nominee attended the annual event in each of the three years.
3. Chapter accomplishments
4. Involvement in chapter, including officer, director, committee member, speaker, instructor, mentor or sponsor.
5. Success in recruiting new members and sponsors
6. Professional achievement
7. Service and commitment within the industry
8. Community contributions and involvement
9. Published items in MPI SSN newsletter
10. Published items elsewhere

### **Selection**

At least 45 and no less than 30 days prior to the announcement of the award, the Awards committee shall meet (either in person or by teleconference) to discuss the nominees' qualifications. Using the scoring sheets for evaluating the criteria, each committee member participating in the teleconference will score each candidate and return his or her score sheet to the chair within one business day of the teleconference. During the teleconference, a member of the committee shall be appointed to validate the tabulation of scores by the chair.

### **Award**

Type: Glass Award

At least 30 days prior to the announcement of the awards, the committee chair shall order the award from the MPI SSN Promotional Vendor. Only the Awards

Committee Chairperson and the Committee members shall know the names of the recipients prior to the official announcement of the awards.

### **Presentation**

The Planner and Supplier of the Year Awards will be presented at the November luncheon by the previous year's recipient. If the previous year's recipient(s) are not available, the award(s) will be presented by the incoming President.

### **Recognition**

See above

## **2.1.2 CHAPTER LEADER OF THE YEAR**

### **Review**

See above

### **Purpose**

Award is intended to recognize outstanding service to the local chapter of MPI by a chapter leader (officer, board member or committee chair).

### **Criteria**

1. Nominee must be an active member of MPISSN and hold continuous membership for at least the past five years.
2. Attendance and participation at MPI/Sacramento meetings and events. Staff to provide the Awards Committee with a report on nominee participation over the past three years. Report shall contain the nominee's name, the number of monthly events, broken down by year, and whether the nominee attended the annual event in each of the three years.
3. Involvement in chapter, including officer, director, committee member, speaker or instructor.
4. Success in recruiting new members (quantifiable achievements).
5. Success in recruiting new sponsors/ other fundraising efforts (quantifiable achievements).
6. Professional achievement
7. Motivates and engages volunteers in the chapter.
8. Chapter officers, board members and committee chairs are eligible for this award

### **Solicit**

Staff will transmit nomination forms to prior year committee chairs and board members for their nominations 90 days before award is presented.

### **Questionnaire**

1. Questionnaire sent to all nominees requesting information about activities and accomplishments consistent w/ established criteria 60 days prior to award presentation.

2. Questionnaire is due back to Awards Committee within 30 days.
3. Committee Chair requests administrator to gather attendance, data on all nominees and send out questionnaire to board members 60 days prior to award presentation.
4. All information due to Awards Committee within 30 days.

### **Selection**

Committee meets to discuss the nominee qualifications. Using scoring sheets, board questionnaires and attendance data for evaluating the criteria.

### **Award**

Type: Glass Award

At least 30 days prior to the announcement of the awards, the committee chair shall order the award from the MPISSN Promotional Vendor.

### **Presentation**

The "Chapter Leader of the Year" will be named at the September luncheon and if the recipient so chooses, they will then work with the Awards Committee to file their submittal for MPI recognition by the deadline. Traditionally this award is presented by the previous year's recipient.

### **Recognition**

See above

## **2.1.3 RISING STAR AWARD**

### **Review**

See above

### **Purpose**

Award is to recognize a member who has devoted significant time and effort to the organization but has not yet attained Board status in the organization. The recipient will most likely be a person who will soon move into the leadership category.

### **Criteria**

1. The nominee may not currently serve as a board member.
2. Amount of volunteer time dedicated to MPISSN activities (need quantifiable data)
3. Visibility and amount of attendance at chapter events (need quantifiable data)
4. Enthusiasm and support in promoting chapter goals and objectives;
5. Motivates members to participate in chapter activities;
6. Provided a unique contribution to MPISSN and/or special project (be specific)
7. Shown leadership qualities for a particular project or service (be specific)
8. Given distinctive assistance to the success of a meeting or meetings.

**Solicit**

Staff will transmit nomination forms to prior year committee chairs and board members for their nominations 90 days before award is presented.

**Questionnaire**

N/A

**Selection**

Nominations forms will be given to the committee to review and select 60 days before award is presented.

**Award**

Type: Rising Star Acrylic Award

At least 30 days prior to the announcement of the awards, the committee chair shall order the award from the MPISN Promotional Vendor.

**Presentation**

The Rising Star award is selected by the previous year's committee and presented at the September Luncheon by the President.

**Recognition**

See above

**2.1.4 PRESIDENT'S AWARD**

**Review**

See above

**Purpose**

Award is to recognize a member who has provided exceptional support to the President in the execution of his/her duties.

**Criteria**

1. Award is given at the sole discretion of the outgoing President to any member in good standing
2. Support can be in the manner of goods or services contributed to the cause of executing Board meetings, chapter meetings or other events related to chapter activities.
3. Support can be of a more personal or direct contribution to the President as in document preparation speech or article development or proofing.
4. The award may also be for an individual or entity that has provided exceptional volunteer contribution to the benefit of the chapter. The contributions should be those that are over and above the normal contributions associated with chairing a committee, heading a task force or special project.
5. A maximum of two awards per term may be presented.

**Solicit**

N/A

**Questionnaire**

N/A

**Selection**

N/A

**Award**

Type: Gavel Plaque, or personalized gift or gift certificate

At least 30 days prior to the announcement of the awards, the committee chair shall order the award from the MPI SSN Promotional Vendor.

**Presentation**

The President's Award is given by the President at the June annual event dinner and silent auction.

**Recognition**

See above

**2.1.5. CRYSTAL PLATTER AWARD**

**Review**

See above

**Purpose**

Award recognizes the most outstanding food and beverage venue that hosted a MPISSN monthly luncheon meeting.

**Criteria**

Award is presented to a food and beverage venue that has provided services for a monthly luncheon. This award was developed to call attention to their dedication and sponsorship.

**Solicit**

Event attendees are submitted electronic evaluations after each luncheon and annual event.

**Questionnaire**

The Executive Director creates evaluations.

**Selection**

Event attendee's evaluations are tabulated to determine the most outstanding in the area of facility, service, and food and beverage.

**Award**



Type: Crystal Platter

At least 30 days prior to the announcement of the awards, the committee chair shall order the award from the MPISSN Promotional Vendor.

**Presentation**

Award is presented by Chapter President at the September luncheon.

**Recognition**

**2.1.6. ONE PLUS AWARD (Program not currently active.)**

**Review**

See above

**Purpose**

Award is to recognize any member who has demonstrated extraordinary, above and beyond performance while working on a special project for a meeting or a committee.

**Criteria**

One Plus Award will be given out as appropriate

**Solicit**

The committee will consult with Committee Chairs and VPs for recommendations.

**Questionnaire**

N/A

**Selection**

Recommendations will be reviewed by all Awards Committee members.

**Award**

Type: TBD

At least 30 days prior to the announcement of the awards, the committee chair shall order the award from the MPISSN Promotional Vendor.

**Presentation**

The honoree will be recognized at a Luncheon meeting

**Recognition**

See above

**2.1.7 PAST PRESIDENT'S PLAQUE**

**Review**

See above

**Purpose**

Award presented by the current President to acknowledge the Past President and his/her accomplishments over the past year.

**Criteria**

Plaque or gift is presented annually.

**Solicit**

N/A

**Questionnaire**

N/A

**Selection**

N/A

**Award**

Gavel plaque or gift certificate

**Presentation**

The past President will be recognized at the June annual event dinner and silent auction.

**Recognition**

See above

**2.1.8 LONGEVITY PINS**

**Review**

See above

**Purpose**

To recognize MPISN members who have been with MPISN for any consecutive amount of time in increments of five years.

**Criteria**

1. Executive Director provides the committee data and pins.
2. Awards Committee to encourage attendance to receive recognition.

**Solicit**

N/A

**Questionnaire**

N/A

**Selection**

N/A

### Award

Type: Pins with year on them. Ordered from MPI

1. Executive Director orders pins
2. MPI National cover pin fee for increment years 15, 20, and 25
3. Pins to be delivered to Executive Director

### Presentation

1. Recipients are encouraged to be at meeting to receive their pin.
2. Presentation of pins to occur in September and April.
3. If not picked up by end of fiscal year the Executive Director will mail pin to recipient.

### Recognition

Listing in MPISSN communications

## **SECTION 3. SCHOLARSHIPS**

- 3.1 MPISSN does not have an active scholarship program.

# **Appendix A**

 MPI  
**SACRAMENTO/  
SIERRA NEVADA**  
CHAPTER

**Are you looking to increase your return on your MPI Membership?  
Have you considered joining the Sacramento/Sierra Nevada Chapter  
of MPI as an Affiliate Member?**

If you are a current member of MPI and are looking for an opportunity to engage with members of the Sacramento/Sierra Nevada, the most effective and least expensive way is through our Affiliate Membership.

**Affiliate Membership is only \$75 annually (effective on the date of acceptance) and includes:**

- Invitations to all our educational and social events
- Our Annual Membership Directory
- An online listing and access to the "Members Only" section of [www.mpissn.org](http://www.mpissn.org).
- Our quarterly newsletter - *Connect* – And all Chapter updates
- Advertising and sponsorship opportunities

MPI Sacramento/Sierra Nevada Chapter's commitment to excellence is exemplified by providing the opportunity to experience firsthand innovations in meeting design, delivery, education and professional development. We look forward to having you on board!

**Please complete the following form and return to MPISSN Chapter Offices.**

***Thank you!***



## Affiliate Membership Application

Affiliate Membership in the Sacramento/Sierra Nevada Chapter is designed for those MPI members, not affiliated with the Sacramento/Sierra Nevada Chapter, who would like to receive all chapter information, including the Directory, and participate in special events sponsored by the chapter as a chapter member. The annual fee is US \$75.00. Affiliate Membership is effective on the date of acceptance.

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Chapter of Primary Membership: \_\_\_\_\_

Member Type: \_\_\_\_\_

MPI member Number: \_\_\_\_\_ Renewal Date (of primary membership): \_\_\_\_\_

*Note: Your MPISSN Affiliate Membership will be processed upon verification of your current MPI membership status.*

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Referred by: \_\_\_\_\_

Please send completed application along with payment to:

**MPI Sacramento Sierra Nevada Chapter**

Lynette Magnino, Executive Director

9245 Laguna Springs Dr., Ste. 200

Elk Grove, CA 95758

916.509.7270 FAX 916.691.9674 [lynette@mpissn.org](mailto:lynette@mpissn.org)

**We also accept checks, Visa, MasterCard, or American Express.**  Yes, I prefer to pay by credit card.

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing address associated with card (if different from above):

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

## **Appendix B**



**MEETING PROFESSIONALS INTERNATIONAL**  
**Sacramento Sierra Nevada CHAPTER CONFLICT OF INTEREST**  
Annual Disclosure Statement

Pursuant to the MPI Sacramento Sierra Nevada Conflict of Interest Policy, I hereby provide the following information. **(A response is required to each item below.)**

1. Describe any Board of Director positions (other than positions with MPISSN) you hold, including a brief description of the nature and purpose of the organization(s).
  
2. Describe your position of employment, including the nature of the business of your employer, the position you hold and a description of your daily employment responsibilities that relate to the meetings industry.
  
3. Describe any outside relationships that you hold with regard to any person or entity which provides MPISSN goods and/or services, or which provides services that compete with MPISSN where such relationship involves: a) holding a position of responsibility; b) a substantial financial interest (other than a less than 1% interest in a publicly traded company) or; c) the receipt of any gifts or favors.
  
4. Describe any family or business relationships that you have with any board member, officer, or employee of MPISSN. Per policy, family is defined as a spouse, domestic partner, parent, child, or spouse of a child, brother, sister, or spouse of a brother or sister.



Conflict of Interest Disclosure Statement  
Page 2

5. Pursuant to reviewing the MPISSN Chapter Conflict of Interest Policy, describe any other interest that may create a conflict with the fiduciary duty to the membership of MPISSN or that may create the appearance of a conflict of interest.
  
6. By serving in a position of responsibility within MPISSN:
  - a) I acknowledge my fiduciary responsibility to MPISSN and pledge to avoid conflicts of interest or the appearance of conflicts of interest.
  - b) I acknowledge that at times I may have access to confidential information and pledge to protect the confidentiality of that information.
  - c) I pledge to clarify my position when speaking or opining on my own behalf as opposed to speaking or opining on behalf of any board, task force or committee.
  - d) I shall update this form as needed to keep it current and accurate.
  - e) At each meeting in which I may have a conflict of interest, I shall disclose it as to agenda items.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

## **Appendix C**



MEETING PROFESSIONALS INTERNATIONAL

## PRINCIPLES OF PROFESSIONALISM

Meeting Professionals International's (MPI) Principles of Professionalism provide guidelines recommended for the business behavior of its members that impacts their perceived character and thus the overall image of MPI. Commitment to these principles is implicit to membership and is essential to instilling public confidence, engaging in fair and equitable practices and building professional relationships with meeting industry colleagues.

### *Principles of Professionalism*

*As members of Meeting Professionals International, we are responsible for ensuring that the meeting industry is held in the highest public\* regard throughout the world. Our conduct directly impacts this result.*

#### **Maintaining Professional Integrity:**

- Honestly **represent and act** within one's areas of professional competency and authority without exaggeration, misrepresentation or concealment.
  - Avoid** actions which are or could be perceived as a conflict of interest or for individual gain.
  - Offer or accept** only appropriate incentives, goods and services in business transactions.
- 

#### **Utilizing Professional Business Practices:**

- Honor** written and oral contracts, striving for clarity and mutual understanding through complete, accurate and timely communications, while respecting legal and contractual rights of others.
  - Ensure** rights to privacy and **protect** confidentiality of privileged information received verbally, in writing, or electronically.
  - Refrain** from misusing solicited information, proposals or concepts.
  - Commit** to the protection of the environment by responsible use of resources in the production of meetings.
  - Actively pursue** educational growth through training, sharing of knowledge, expertise and skills, to advance the meeting industry.
- 

#### **Respecting Diversity:**

- Embrace and foster** an inclusive business climate of respect for all peoples regardless of national origin, race, religion, sex, marital status, age, sexual orientation, physical or mental impairment.

*\*Encompasses oneself, the association, fellow members, meeting attendees, clients and customers, suppliers and planners, employers and the general public.*

**Developed for members of MPI by the 1995-96 Ethics Task Force including Nancee Byington, Debbie Elder, Sandi Galloway, Elizabeth Kuhn, Nell Lockhart, Robert Eilers, plus special assistance from Gary Boyler and Deb Cross.**

Adherence to these Principles of Professionalism signifies professionalism, competence, fair dealing and high integrity. Failure to abide by these principles may subject a member to disciplinary action, as set forth in the Bylaws of Meeting Professionals International.

## **Appendix D**

## MPISSN WHISTLEBLOWER POLICY

This Whistleblower Policy of MPI Sacramento Sierra Nevada Chapter: (1) encourages staff and staff and volunteers to come forward with credible information on illegal practices or serious violations of adopted policies of the Organization; (2) specifies that the Organization will protect the person from retaliation; and (3) identifies where such information can be reported.

- 1. Encouragement of reporting.** The Organization encourages complaints, reports or inquiries about illegal practices or serious violations of the Organization's policies, including illegal or improper conduct by the Organization itself, by its leadership, or by others on its behalf. Appropriate subjects to raise under this policy would include financial improprieties, accounting or audit matters, ethical violations, or other similar illegal or improper practices or policies. Other subjects on which the Organization has existing complaint mechanisms should be addressed under those mechanisms, such as raising matters of alleged discrimination or harassment via the Organization's human resources channels, unless those channels are themselves implicated in the wrongdoing. This policy is not intended to provide a means of appeal from outcomes in those other mechanisms.
- 2. Protection from retaliation.** The Organization prohibits retaliation by or on behalf of the Organization against staff or staff and volunteers for making good faith complaints, reports or inquiries under this policy or for participating in a review or investigation under this policy. This protection extends to those whose allegations are made in good faith but prove to be mistaken. The Organization reserves the right to discipline persons who make bad faith, knowingly false, or vexatious complaints, reports or inquiries or who otherwise abuse this policy.
- 3. Where to report.** Complaints, reports or inquiries may be made under this policy on a confidential or anonymous basis. They should describe in detail the specific facts demonstrating the bases for the complaints, reports or inquiries. They should be directed to the Organization's Chapter Administrator or the President; if both of those persons are implicated in the complaint, report or inquiry, it should be directed to the President-elect. The organization will conduct a prompt, discreet, and objective review or investigation. Staff or staff and volunteers must recognize that the Organization may be unable to fully evaluate a vague or general complaint, report or inquiry that is made anonymously.

I have read, comprehend and agree to abide by the above listed MPI Sacramento Sierra Nevada Chapter policy.

---

Name

Signature

Date

# Appendix E

## CODE OF ETHICS

As a leader within our chapter, I have agreed to take on certain voluntary but nevertheless formal responsibilities. The role I play has an impact on the overall success of our chapter and ultimately on the value of membership. By accepting this position, I am committing to fulfil its responsibilities or to seek assistance when I am unable to do so.

The success of our chapter depends on each person's integrity to fulfil their commitment. By signing this promise, I acknowledge my role and responsibility as a chapter leader.

I commit:

1. To attend all chapter and Board related meetings. If this is not possible, I will notify the chair of the meeting of my absence, to learn the outcome of the meeting and any responsibilities I have as a result.
2. To carry out all designated duties with professionalism and within the deadlines set.
3. To follow the chain of reporting and informing the appropriate person when I cannot fulfil an obligation I have committed to.
4. Abide fully by Board decisions.
5. Inform the Board of any potential or actual conflict of interest.
6. Inform the Board if for any reason I am unable to perform my duties as a Board Director.
7. To respect the personal and professional demands on my fellow volunteers.
8. Not to enter into any form of personal correspondence (phone, fax, email) or conversation about another member unless with their express permission.
9. To offer a solution to any problem about which I express a concern.
10. To ask for guidance, assistance and/or clarity if needed on any task I am assigned.
11. To read and follow policies and procedures and the by-laws of our chapter and arrive fully briefed and ready to discuss agenda items.
12. To not take on more than I am able to.
13. To be honest and ethical in all my capacities as a chapter leader.
14. To keep my word – to do what I say I will do.
15. To participate 100% in whatever assignment I undertake.
16. To be in full, open and honest communication and to do so in a responsible way.
17. To acknowledge and respect the contributions, talents, efforts and dignity of every single chapter member.

---

Position

---

Signature

---

Date

# Appendix F



## Meeting Professionals International Sacramento/Sierra Nevada Board of Director and Committee Chair Descriptions

The Officers of the Chapter shall be a President, President-Elect, Immediate Past President, Vice President Finance, Vice President Membership, Vice President Education, and Vice President Communications. Not only will Officers work at a strategic level while overseeing their committees but insure that there is cross communication between other officers and their committees.

**Terms for all Officers, Directors, and Committee Chairs:** 1 year

**Minimum Qualification:** Any member in good standing (for more than one (1) year) of MPI whose primary affiliation is with this Chapter is eligible to be a member of MPISSN Board of Directors. Affiliate members can volunteer in a Chair or Committee Member Capacity.

<b>President</b>	<b>Page 1</b>
<b>President Elect</b>	<b>Page 3</b>
<b>Immediate Past President</b>	<b>Page 4</b>
<b>Vice President of Communications</b>	
Director of Communications and Public Relations	Page 8
Graphic Design Committee Chair	Page 10
Publications Committee Chair	Page 12
Community Outreach / Corporate Social Responsibility Chair	Page 14
Social Media Committee Chair	Page 14
Website Committee Chair	Page 15
<b>Vice President of Education and Events</b>	
Director of Education	Page 18
Professional Development Chair	Page 19
Educational Program Chair	Page 21
Director of Special Events	Page 24
Annual Event Committee Chair	Page 25
Crab Feed Committee Chair	Page 29
Other Special Events	Page 33
Tradeshaw Committee Chair	Page 34
<b>Vice President of Finance</b>	
Audit Committee Chair	Page 38
Director of Strategic Alliance	Page 40
Advertising Chair	Page 41
Sponsorship Chair	Page 43
<b>Vice President of Membership</b>	
Awards and Recognition Chair	Page 46
Director of Recruitment and Retention	Page 48
Recruitment Chair	Page 49
Retention Chair	Page 51

## **President**

Directly responsible for communicating with and supervising the chapter officers and directors to ensure that all assignments are completed according to the business plan, the chapter is financially sound, and membership is advised of all progress. The President shall serve as chair of all meetings of both the Executive Committee and Board of Directors while ensuring the development and facilitation of a long term strategic plan.

### *Time Commitment:*

- Regular attendance at monthly meetings, Board meetings and Executive Committee meetings  
Attendance at two Board retreats
- Attendance at all official chapter activities and functions
- Attendance at COCP meetings held in conjunction with WEC
- Chapter management activities (20 hours/month)

### *Specific Responsibilities:*

- Appoint all members of standing and special committees and relieve any inactive committee members with approval of the Board
- Appoints Nominating Committee.
- Communicate with chapter officers to ensure that all assignments are completed according to the chapter's strategic plan and goals, and that the membership is advised of all progress
- Ensure Chapter adherence to Chapter Bylaws, Policies and Procedures
- Support and defend policies and programs adopted by the Board of Directors
- Approve agenda for each board meeting and distribute prior to meeting
- Prepare agenda and preside at chapter annual business meeting
- Serve as an ex-officio member on all committees except the Nominating Committee
- Vote on issues brought before the Board of Directors only in the event of a tie
- Act as official spokesperson of the chapter
- Conduct annual Board Orientation and mid-year Board Retreat
- Responsible for the following budget line items:
  - CBC participation, Annual Retreat, Pres/Pres Elect Travel, Exec. Comm. Expenses
- Act as support/mentor to President Elect
- Conduct transition meeting with successor
- Submit budget needs for the following fiscal year
- Oversee performance of Chapter Administrator, including monthly meetings and a yearly performance review.
- Monitor and review all contracts entered into by the Chapter with various entities to ensure they are current and carried out as defined
- Serve as liaison between the chapter and MPI Headquarters
- Ensure Chapter compliance with MPI Headquarters
- Serve as a member of the Council of Chapter Presidents or appoint a designee
- Participate in the Past Presidents Advisory Council
- Performs any other duties as assigned by the Board of Directors

- Conducts Annual Executive Director Performance Evaluation and executes contract if appropriate

**Executive Director Yearly Performance Review:**

Involvement includes feedback from President Elect, President, Immediate Past President, Vice Presidents, and Directors for the year in review. Directors are to reach out to Committee Chairs (for the year in review) for feedback when appropriate. Executive Director evaluations should correlate to current scope of services. Executive Director and Office of the President should be present for review. Copy of signed review to be kept on file. President keeps board informed throughout the process.

**Timeline:**

May President sends evaluations to the Board

June President receives completed evaluations and compiles Chapter Admin Review.

June Office of the president schedule and complete Performance Review with Executive Director

## **President Elect**

Serve as direct support to the Chapter President and in their absence, perform the duties of President. The President Elect shall serve on the Nominating Committee to develop a slate of qualified Board members for the following year while organizing and recruiting volunteers for the current year.

### *Time Commitment:*

- Regular attendance at monthly meetings, Board meetings and Executive Committee meetings
- Attendance at Two Board retreats
- Attendance at all official chapter activities and functions
- Attendance at WEC
- Attendance at Coalition of Chapter Presidents (non-voting) meetings held in conjunction with WEC
- Attendance at Chapter Business Summit
- All other related activities (10-15 hours/month)

### *Specific Responsibilities:*

- Organize and recruit committee volunteers
- Maintain Board of Director Action Item to do list
- Update Policies and Procedures when the Board makes changes
- Ensure the chapter adheres to minimum chapter standards as prescribed by MPI
- Submit agenda items for Board of Directors meetings in advance of meetings
- Act as coach, advisor and counselor to board members and committees
- Attend monthly board meetings, chapter events and committee meetings
- Report on the strategies, successes and challenges of assigned committees to Board
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Establish and facilitate Chapter Tools for departing and incoming Board of Directors and Chairs
- Establish and facilitate an orientation program (Annual Board Retreat) for the incoming Board of Directors
- Responsible for ensuring the fiscal responsibility of the committee(s) to which position is assigned
- Perform other duties that may be delegated by the President and/or the Board of Directors
- Act as guardian of the chapter's bylaws, policies and procedures to ensure they are updated as necessary and in compliance with MPI bylaw standards
- Perform other duties that may be delegated by the President and/or Board of Directors

## **Immediate Past President**

Supports current board and chapter activities by chairing Past Presidents Advisory and Nominating Committees. The Immediate Past President shall also act as the MPI Foundation Chapter liaison.

### *Time Commitment:*

- Regular attendance at monthly meetings, Board meetings and Executive Committee meetings
- Attendance at Two Board retreats
- Attendance at all official chapter activities and functions
- All other related activities (10 hours/month)

### *Specific Responsibilities:*

- Serve as voting member of Board of Directors and Executive Committee
- Support and defend policies and programs adopted by the Board of Directors
- Act as MPI Foundation Chapter Liaison
- Conduct Chapter Administrator Yearly Performance Review
- Chair the Past Presidents Advisory Council (PPAC)
- Chair the Nominating Committee, ensuring compliance with bylaws and policy, providing an open nominations & elections process, and ensuring compliance with MPI elections calendar requirements.
- Act as support/mentor to President
- Act as coach, advisor and counselor to board members and committees
- Attend monthly board meetings, chapter events and committee meetings
- Submit agenda items for Board of Directors meetings in advance of meetings
- Responsible for ensuring the fiscal responsibility of the committee(s) to which position is assigned
- Act as chapter parliamentarian, promptly upholding Roberts Rules of Order and enforcing the presence of a quorum to properly conduct business
- Act as guardian of the chapter's bylaws, policies and procedures to ensure they are updated as necessary and in compliance with MPI bylaw standards
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors

## **MPI Foundation Liaison Program**

The purpose of the program is to reinforce the value and to strengthen the relationship of the MPI Foundation with the individual member through the chapters by establishing a knowledgeable MPI Chapter Leader within each chapter to serve as a liaison with the MPI Foundation Board and Staff.

As an active member of the MPI Foundation Chapter Network, the liaison's responsibilities will include, but are not be limited to, the following:

- Act as the local and volunteer representative of the MPI Foundation to the chapter.
- Promote the significance of member, chapter and company contributions.

- Become the two-way communication link between the MPI Foundation staff and the chapter by talking with chapter members about the value of the excellent programs that the Foundation makes available to chapters and individual members.
- Learn about and understand the programs and deliverables of the MPI Foundation so that they may become a trusted resource for the chapter and their individual members.
- Assist with the identification and development of new project ideas that will benefit the chapters and the membership. (For example: the development of a MPI Foundation Chapter Grant Program).
- Distribute MPI Foundation information via many channels: email, newsletter articles, presentations at chapter meetings, regional tradeshow
- Participate in bi-monthly Liaison conference calls with MPI Foundation staff.
- Promote the importance of chapter members becoming participants in an annual giving program.

Term coincides with the Foundation's fiscal year (July 1 through June 30). Ensure that CBM is aware of new contact information for this liaison so that information can be properly listed in the Aptify, and that all communications are properly directed to the liaison.

### **Past Presidents Advisory Council**

**Purpose:** The Past Presidents Advisory Council provides assistance to the board of directors by offering advice and guidance, presenting insight on emerging issues, mentoring directors and officers, and other issues as needed.

**Responsibilities:**

- The past presidents of MPISSN shall be known collectively as the Past Presidents Advisory Council (PPAC).
- The PPAC shall serve in an advisory and support capacity to the President and Board of Directors, and shall serve as mentors to chapter leaders.
- The PPAC shall be composed of all past presidents who are currently members in good standing of MPISSN, or who have retired from the industry.
- Past Presidents of MPISSN who are no longer members of the Sacramento Sierra Nevada Chapter, shall be considered affiliate, or ex-officio members of the PPAC and will be invited to Council meetings and events.
- The Immediate Past President shall serve as the Chair of the PPAC and serve as the liaison to the Board of Directors.
- Following each PPAC meeting, the Chair shall provide a report to the Board of Directors.
- The PPAC shall meet quarterly, or as determined by the Council members.

The President and President-Elect will be invited, and are encouraged, to attend all PPAC meetings.

### **Nominating Committee**

Purpose: The Nominating Committee, working closely with the President-Elect, identifies candidates for board of director positions for the following year. It also is responsible for opening, validating, and tabulating all votes cast, and for announcing the results of the election to the membership.

Nominating Committee Policies (1990; revised 1992; 1993; April 15, 1997; 2016)

Nomination and Election: The Immediate Past President shall chair the Nominating Committee. The remaining members of the Nominating Committee shall be appointed by the President with the approval of the Board. There shall be no less than four (4) members including the chairman.

No current candidates for officer or director positions may serve on the Governance and Nominating Committee.

The Nominating Committee shall act as the official canvasser for the Chapter and shall be responsible for management of all aspects of the nomination and election process including the following:

- Establishing and adhering to a nomination and election calendar that assures timely completion of the elections in accordance with Chapter Bylaws which require completion of the election process no later than March 31 of each year.
- Developing a slate of candidates from among the members of the Chapter who are eligible for election in accordance with the Bylaws.
- Securing nominee consent.
- Announcing the slate of nominees to Chapter members.
- Soliciting nominations from the floor at the first monthly meeting subsequent to the announcement of the slate of candidates.
- Collecting, and tabulating all votes cast.
- Announcing the results of the elections to the MPISSN membership.
- Submitting names of elected Officers and Board Members to MPI headquarters by the designated date each calendar year.

## **Vice President of Communications**

Helps design a strategic communications plan for the chapter. Insures that the business plan's objectives set forth by the Board of Directors are met for Communications Team overall. In addition to the Director of Communications and Public Relations, the committees that fall under Communications are: Corporate Social Responsibility/Community Outreach, Public Relations, Publications, Social Media, and Website.

Reports to the President

*Time Commitment: (10 hours/ month)*

- Regular attendance at monthly meetings and Board meetings
- Attendance at Two Board retreats
- Attendance at all official chapter activities and functions
- Potential attendance at Chapter Leadership Conference, as directed by President
- Committee activities

*Specific Responsibilities:*

- Manage the following budget line items:
  - Website, Newsletter, Directory
- Communicate strategic issues relating to communications/technology to Board of Directors
- Research current communications/technology trends and topics pertinent to the meetings industry and report findings to Board of Directors
- Prepare a monthly Team Status Report



## **Director of Communications and Public Relations**

Insures that the business plan's objectives set forth by the Board of Directors are met for the Communications Team. Manages the following Chairs and their committees: Corporate Social Responsibility/Community Outreach (annual charity), Publications (newsletter, directory), Public Relations (media releases, press releases), Social Media, and Website.

Reports to VP of Communications

### *Time Commitment:*

- Regular attendance at monthly meetings and Board meetings
- Attendance at Two Board retreats
- Attendance at all official chapter activities and functions
- Committee activities (10 hours/month)

### *Specific Responsibilities:*

- Act as coach, advisor and counselor to assigned committees
- Monitor leadership development within the individual Communication Committees, and follow succession plan progress of each.
- Submit agenda items for Board of Directors meetings in advance of meetings
- Ensure the fiscal responsibility of the committee(s) to which position is assigned.
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors
- Manage the publications, website, graphic design, public relations and social media, including
  - Website/technology and social media
  - Publications - Newsletter, Directory
  - Corporate Social Responsibility
  - Graphic Designer
- Ensure chapter programs, activities and accomplishments are highlighted on an international level by communicating with MPI Public Relations and Marketing Departments
- Develop and maintain media contacts and relationships on behalf of the chapter
- Develop partnerships with key publications to ensure promotion of chapter events, activities and community service projects
- Communication with the media, MPI members, and the general public to educate and inform them of MPI and chapter activities
- General projects that promote MPI to the public and capitalize on any media coverage that results
- Work with appropriate committees to assist in publicizing special events sponsored by the chapter
- Ensure adherence to all MPI branding standards

## **Graphic Design Committee Chair**

Reports to Director of Communications and Public Relations and VP of Communications

### *General Responsibilities:*

- Review the Budget for Graphic Design Committee (if applicable)
- Recommend attendance at monthly chapter events and committee meetings
- Submit agenda items to Communications VP in advance of Board meetings
- Send monthly updates to Communications VP for Team Status Report in advance of Board meetings
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Read the MPISSN By-laws

### *Specific Responsibilities:*

- Review and Adhere to MPI Brand Standards Supplied by HQ
- Review Goals / Outcomes for Graphic Design Committee
- Work cooperatively with, and communicate regularly other committee chairs for graphics needs, including social media, membership promotions, individual event graphics, and potential advertising opportunities.
- Provide Requested Graphics in a Timely Manner (3-5 Business Days)
- Work with Executive Director to Aid in Graphic Design Needs (as needed)
- Review and Approve Graphics Provided by Other Chairs or Outside Graphic Designers for MPISSN Promotions (as needed)
- Review and Format MPISSN Collateral, Including but Not Limited to, Strategic Alliance Package, Volunteer Descriptions, Banners for Chapter Forms

## **Publications Committee Chair**

Reports to Director of Communications and Public Relations and VP of Communications

### *General Responsibilities:*

- Review the Budget for Publications Committee
- Review the Goals / Outcomes for the Publications Committee
- Read the MPISN By-laws
- Attend monthly board meetings, chapter events and committee meetings (as possible)
- Act as coach, advisor and counselor to assigned committee
- Submit agenda items to Communications VP in advance of Board meetings
- Send monthly updates to Communications VP for Team Status Report in advance of Board meetings
- Responsible for ensuring the fiscal responsibility of the committee to which position is assigned.
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors
- Manage the following budget line items: Newsletter; Directory Expenses

### *Specific Responsibilities:*

- Propose articles for quarterly newsletter to VP of Communications and solicit contributors.
- Coordinate gathering of content and proofreading for quarterly newsletter and annual membership directory.
- Facilitate sending content for Connects according to deadline to chapter administrator for design and publication.
- Develop and enforce editorial calendar for all publications and solicit submissions
- Coordinate placement of photos into chapter publications
- Provide an open channel of communications between committees to facilitate flow of information to newsletter editor
- Perform annual review of chapter publications to ensure effectiveness as chapter communications tools.
- Liaise with advertising committee to ensure proper publication of advertisements in Connects.

## **Publications**

Purpose: To distribute information about chapter activities and benefits to the industry community. Also to connect suppliers and planners for mutual benefit.

### Budget reference

- 5200 – Communication Expense
- 5202 – Newsletter Expense
- 5203 – Directory Expenses

## Newsletter Editorial Objectives:

1. Name of Publication: *Connects*
2. Frequency of Publication: Quarterly
3. Audience: Members of the Sacramento/Sierra Nevada Chapter of MPI, Potential MPISSN members, other MPI Chapters and prospective members. Posted in the public domain area of the website.
4. Audience Characteristics: The audience is primarily professionals in the meeting planning and hospitality industries.
5. Audience Needs:
  - a. The MPI Sacramento/Sierra Nevada newsletter provides the members a sense of belonging and affiliation to a professional organization.
  - b. Readers want information about their organization and activities for the members.
  - c. Readers want to know about other people in their organization and industry.
  - d. Readers want information which will improve their professional skills.
6. General Purpose of the Publication: The purpose of the newsletter is to provide information on the activities, events, and programs of the organization. The publication is also a vehicle for welcoming new members, recognizing member achievement and contributions and sharing information about members. The publication is also used as a membership marketing tool.
7. Publication's Image: The image of the MPISSN newsletter should be one of professionalism and organizational pride. The publication should be viewed as informative, easy to read, accurate, timely, and dependable. The publication should maintain the highest standards of style, appearance and content. The image should portray high standards at an affordable cost.
8. Advertising rates for *Connects* shall be determined by a vote of the MPISSN Board of Directors annually as part of the budget process.
9. Current rate sheets shall be posted on the MPISSN website.

## **Community Outreach / Corporate Social Responsibility Chair**

Reports to Director of Communications and Public Relations and VP of Communications

### *General Responsibilities:*

- Review Budget for CSR/Community Outreach Committee
- Review Goals / Outcomes
- Read the MPISSN By-laws
- Attend monthly board meetings, chapter events and committee meetings (as possible)
- Submit agenda items/TSR outcomes to Dir. of Communications and Public Relations in advance of Board meetings
- Responsible for ensuring the fiscal responsibility of the committee to which position is assigned.
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor

### *Specific Responsibilities:*

- Develop CSR/Community Outreach program for Chapter (minimum of one annually) by working cooperatively with Chairs of Committees responsible for Chapter events and programming.
- Interact with Website Chair and Publications Chair to promote CSR event and awareness.
- Contribute CSR related articles to quarterly newsletter
- Work with Community Chair to highlight volunteer opportunities and publish efforts on web and in newsletter
- Ensure promotion of community outreach efforts
- Work with Strategic Alliance to obtain prizes for monthly raffle
- Coordinate volunteers for monthly raffle

## **Community Outreach Program**

Purpose: Develops and presents plans for the interaction of the Chapter with the greater Sacramento community in programs for public benefit.

Select qualified charity  
Have raffle at every monthly event  
Reach or exceed budget goal of \$2500

### **Budget Reference:**

7001 – Community Services Income  
8001 – Community Services Expense

MPISSN will contribute 100% of the revenue generated by fundraising activities at monthly programs to a charity or charities within the geographic region of the chapter, so long as the geographic region selected is within the state of California (required by Attorney General of the state of California). Revenue generated by fundraising activities at monthly events is posted as "Community Outreach Income". In May of each year, a call will go out to the membership soliciting proposals for charity(ies) for the upcoming program year. Any MPISSN member may submit a proposal recommending support of

a charitable event or organization to the Community Outreach Committee. The charitable organization shall be determined annually by a vote of the Board of Director at its year-end meeting (held prior to the new program year for which the charity(ies) will receive funds). MPI SSN contributions distributed by the Community Outreach Committee shall be posted as a Community Outreach Committee expense line item.

**Committee Responsibilities - Timeline**

Feb/March of prior year	Begin solicitation for new charity
May/June	Recruit committee members Establish Vice Chair Prepare committee roster and send to staff for distribution
May/June	Attend MPI SSN leadership development sessions and leadership retreat
Late June	Schedule first committee meeting for July Coordinate dates with those individuals you have already recruited Send out letter to all members soliciting donations
July	Start "Committee Binder" to contain <ul style="list-style-type: none"> <li>• Committee Roster</li> <li>• Minutes</li> <li>• Reports</li> <li>• Committee goals and results as well as project goals and results <ul style="list-style-type: none"> <li>○ Include all pertinent information regarding the policies, procedures, activities and operations of the committee.</li> </ul> </li> <li>• This binder is handed off to the incoming chair at the end of the year</li> </ul>
Ongoing	Submit articles to Publications Committee for Connects
Ongoing	Submit material to Public Relations Committee for Connects
July	Conduct first committee meeting. Agenda items should include the following: <ul style="list-style-type: none"> <li>• Review established committee procedures, functions and projects</li> <li>• Formulate Committee goals and Action Plan and submit to Board of Directors</li> <li>• Submit Roster to MPISSN staff for distribution</li> <li>• Prepare monthly report or minutes and submit to MPISSN staff at least one week prior to board meetings.</li> </ul>
Monthly	Arrange for donated raffle prizes for each meeting

**History:**

- 2017-2018 - SPCA
- 2016-2017 - Sacramento Food Bank
- 2015-2016 - Alzheimer's Association
- 2014-2015 - Give Hope Foundation
- 2012-2014 – Make-A-Wish
- 2011-2012 – Woodland Community College Foster & Kinship Care Education
- 2009-2011 – Recipient is Susan B. Komen
- 2007-08 and 2008-09 – the recipients were the Give Hope Foundation and Saddle Pals. We were informed that the charity had to be a California based Charity.
- 2006-2007 – Home for children?

**Charity Selection Process** - Please Refer to Policies and Procedures.

## Social Media Committee Chair

Reports to Director of Communications and Public Relations and VP of Communications

### *General Responsibilities:*

- Recommend attendance at monthly chapter events and committee meetings
- Recruit Committee members
- Plan the Social Media budget (if needed) with VP of Communications
- Ensure the fiscal responsibility of the committee
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor

### *Specific Responsibilities:*

- Review Budget area for Social Media (when part of annual budget)
- Review Goals / Outcomes for Social Media Committee
- Read the MPISN By-laws
- Work cooperatively with, and communicate regularly other committee chairs for content to be used for Facebook, LinkedIn, and Twitter
- Work with chapter photographer to obtain link to photos for sharing within 24 hours of event.
- If no chapter photographer present; gather individual photos/ videos for sharing within 24 hours of event
- Maintain and uphold chapter policies related to social media.

The Social Media Committee has the following responsibilities for MPISN Social Media sites:

- Facebook: 3-4 posts per week and a membership spotlight twice a month (to include announcement of new members.)
- Create events for all chapter programs on Facebook and encourage people to RSVP.
- Follow communication requests as submitted by Director of Communication & PR
- Obtain new member lists from Membership committee at least monthly to invite them to follow us on social media outlets.
- Promote Chapter activities and encourage them to register
- Like pages of our members to support the industry community
- Twitter: Twitter 2-3 times a week with information that is relevant to the industry
- Tweet live from events
- Maintain LinkedIn group
- Create and maintain Instagram page
- Encourage Board members and committee chairs to participate in the dialogue; each member should comment at least once a week
- Regularly communicate the Chapter presence on social media through announcements and flyers at meetings
- Create posts linking people back to [www.mpissn.org](http://www.mpissn.org)

## **Website Committee Chair**

Reports to Director of Communications and Public Relations and VP of Communications

Responsible for the organization and dissemination of Chapter information via the MPSSN web site to the current membership and potential members as well as trade and general press.

### *General Responsibilities:*

- Recommend attendance at monthly, chapter events and committee meetings
- Recruit Committee members
- Plan the Website budget line item with VP of Communications
- Ensure the fiscal responsibility of the committee
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor

### *Specific Responsibilities:*

- Review Budget area for Website
- Review Goals / Outcomes for Website Committee
- Read the MPISSN By-laws
- Update pages of the MPISSN website as directed through Communications requests and board members.
- Posting MPI International banner ads
- Work cooperatively with, and communicate regularly with, the committee chairs responsible for publications committee and website committee in meeting their deadlines
- Maintain and uphold chapter policies related to the MPISSN website.
- Monitor website for necessary updates, revisions and current information
- Review and approve materials submitted by other MPISSN chairs for uploading to website
- Enhancement of MPISSN website as opportunities become available
- Work with the chapter administrator and website designer to ensure superior quality of MPISSN website
- Review and report on website statistics
- Review website contract and suggest recommendations for renewal
- In addition, the Website Chair is also responsible for these areas:
  - Key Partners revolving ad on the home page
  - Post local and/or international events on the home page if filler is needed
  - Post current events photos to the website

### **Budget Reference:**

5201 – Website Expense (Hosting & Maintenance)

## **CHAPTER ADMINISTRATOR WEBSITE RESPONSIBILITIES**

The Website Chair and Chapter Administrator share responsibilities related to the MPISSN website. Below are the website responsibilities of the Chapter Administrator:



- Career Center: Resume and job posting requests are submitted via the website to the email address of the Chapter Administrator. The Chapter Administrator is responsible for sending an invoice to the person/organization who submitted the job and posting the job listing. The Chapter Administrator calendars the end date of the listing and advises the Webmaster when it is time to remove the listing.
- Event Pages: creates and manages all event pages for the program year and linking appropriately to online registration tools
- Online Registration: The Chapter Administrator oversees and manages duties related to the MPISSN online registration service.
- The Chapter Administrator is also responsible for these items:
  - Reviewing the Events Calendar is correct (which is auto populated feature driven by the events pages)
  - Updating the Online Membership Directory

<b>TIME/MONTH</b>	<b>ACTIVITY RESPONSIBILITY</b>
May / June	Attend MPISSN leadership development sessions, Chapter Tools and leadership retreat if possible. Review MPISSN Policy & Procedures Manual.
May / June	Review committee budget and financials from prior year and estimate needs for next chapter year.
May/June	Establish web site goals for the year
May/June	Review web site structure and make recommendations for development of new pages, removal of ineffective pages and propose other site enhancements.
Late June/Early July	Post membership directory to members' section of the website.
July	Update Board and Committee photos and contact info online.
July	Review web site contract and make recommendations regarding renewal.
July	Review Key Members / Strategic Alliance Listing as it is the start of a new MPI Year, update all chapter leader information, new president's message, etc. Review all pages of the website and contact committee chairs or board members for current information.
Ongoing	Update Committee website pages with current info as needed. Ensure homepage is kept current Coordinate with other committees to maximize effectiveness of web site and revenues to MPISSN from advertising.
Quarterly	Conduct quarterly review of effectiveness of web site goals and strategies. If necessary, change action plans based on experience. Upload Connects to website.

## **Vice President of Education and Events**

Helps design a strategic Education and Events plan for the chapter. Insures that the business plan's objectives set forth by the Board of Directors are met for the Education and Events Teams overall. In addition to the Directors of Education and Events, the committees that fall under Education and Events are: Professional Development, Education Programs, Annual Event, Trade Show, Crab Feed, and Other Special Events.

### *Time Commitment:*

- Regular attendance at monthly meetings and Board meetings
- Attendance at Two Board retreats
- Attendance at all official chapter activities and functions
- Potential attendance at Chapter Leadership Conference, as directed by President
- Committee activities (10 hours/month)

### *General Responsibilities:*

- Submit agenda items and TSR reports for Board of Directors meetings in advance of meetings
- Report on the strategies, successes and challenges of assigned committees to Board of Directors
- Manage the budget line items for Monthly Programs & Workshops
- Ensure the fiscal responsibility of the committee(s) to which position is assigned.
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors

## **Director of Education**

Insures that the business plan's objectives set forth by the Board of Directors are met for the Education Team. Manages the following Chairs and their committees: Professional Development (CEU Approval, CMP Study Group, Boot Camp), Education Programs (Coffee and Content, Regular Education, Boot Camp content, and Speaker Showcase).

Reports to VP of Education and Events

### *Time Commitment:*

- Regular attendance at monthly meetings and Board meetings
- Attendance at Two Board retreats
- Attendance at all official chapter activities and functions
- Committee activities (10 hours/month)

### *General Responsibilities:*

- Serve as voting member of Board of Directors
- Attend monthly board meetings, chapter events and committee meetings
- Act as coach, advisor and counselor to assigned committee
- Director to work with VP on applying for Grants

### *Specific Responsibilities:*

- Manage and supervise chapter educational efforts, including
  - Monthly Programs - Site Selection & Logistics
  - Professional Development - Educational Content & Speaker Sourcing
  - Special Educational Projects - CMP Study Group
- Develop annual education plan in accordance with chapter strategies and MPI standards
- Communicate strategic issues relating to professional development to Board of Directors
- Research current education trends and topics pertinent to the meetings industry and report findings to Board of Directors
- Recruit committee members for educational programs
- Oversee requests to CE Provider for CE hours
- Create event time for president
- Secure education event venues and catering when required
- Ensure communication as event details arise

**Professional Development Chair**

Reports Director of Education and VP of Education and Special Events

*General Responsibilities:*

- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors
- Provide input on monthly TSR to VP Education

*Specific Responsibilities:*

- Develop, implement and manage a CMP Study Group Program
- Ensure CMP CEs are offered for educational programs

Budget Reference:

- 4290 – Committee Income
  - 4292 – CMP Study Group
  - 4293 – Meeting Planner Bootcamp
- 6200 – Committee Expenses
  - 6292- CMP Study Group
  - 6293 – Meeting Planner Bootcamp

**CMP Study Group**

CMP Study Groups meet from August – November and April – June.

- November 2009 – April 2010 (no. of attendees?)
- April – June 2010 (no. of attendees?)
- Sept – Dec 2010- 7
- April – June 2011 – 4
- 2012

<b>TIME/MONTH</b>	<b>ACTIVITY/RESPONSIBILITY</b>
May/June	Chair-elect meets with outgoing chair, VP of Education, and President-Elect to review accomplishments, projects pending and overview responsibilities for new Chapter Year
May/June	Review MPI Policy and Procedures Manual
May/June	Attend MPI SSN leadership development sessions (Chapter Tools) and leadership retreat
June	Schedule first committee meeting for late July; coordinate date with those individuals you have already recruited
June	Start Committee Binder to contain: <ul style="list-style-type: none"> <li>• Committee roster</li> <li>• Minutes</li> <li>• Reports</li> <li>• Committee Goals and results as well as project goals and results</li> <li>• Include all pertinent information regarding the policies, procedures, activities and operations of the committee. This</li> </ul>

	<p>binder will be handed off to the incoming chair at the end of the year (See Transition Manual)</p> <ul style="list-style-type: none"> <li>• List of study resources, manuals &amp; materials</li> <li>• List of Examination Dates</li> <li>• Certification Requirements</li> </ul>
June/July	<p>Recruit committee members  Establish Vice-Chair (if necessary)  Send list of committee members to staff</p>
July	<ul style="list-style-type: none"> <li>• Review MPI SSN Committee Procedures and goals</li> </ul>
June/July	<p>Committee is responsible for study group that begins in August</p>
June/July	<p>Commence work on study group calendar</p>
June/July	<p>Secure facility to use for first study group  Promote Study Group and CMP application deadlines</p>
Ongoing	<p>Attend Board of Director meetings as frequently as possible</p>
Ongoing	<p>Monitor committee budget. If you have questions, consult with VP Education, who will in turn consult with the VP Finance</p>
Monthly	<p>Submit articles to Publications Committee for Connects</p>
Monthly	<p>Update detailed TSR and submit to VP Education (see reporting guidelines and sample form)</p>
Ongoing	<p>For each event, submit information (e.g., dates, venues, topics, etc.) to Public Relations committee and Connects for insertion/press releases</p>
Feb/March	<p>Secure facility to use for second study group  Promote Study Group and CMP application deadlines</p>
May/June	<p>Ensure committee binder is ready to pass to incoming chair</p>
May/June	<p>Meet with new committee chair to review accomplishments, projects pending, and overview of responsibilities for new Chapter year.</p>
June/early July	<p>Prepare end of year report for Board of Directors that includes</p> <ul style="list-style-type: none"> <li>• Summary of committee activities, highlighting both successful and less successful activities</li> <li>• Completed activities/projects and activities/projects that were planned but not completed during the program year</li> <li>• Beginning and ending committee rosters</li> </ul>
June/early July	<p>Prepare transition material for incoming committee chair</p>

## Educational Program Chair

Reports Director of Education and VP of Education and Special Events

### *General Responsibilities:*

- Manage the following budget line items:
  - Monthly education programs and workshops
- Manage committee to plan and implement all educational programs
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board
- Provide input on monthly TSR to VP Education

### *Specific Responsibilities:*

- Develop, implement and manage an RFP process for all monthly educational programs
- Perform site selection for all monthly educational programs as necessary
- Manage venue contract/BEO
- Secure presenter(s) and obtain bio, photo, educational program title, description & learning objective and confirm A/V needs
- Manage presenter(s) speaker agreement and travel needs
- Ensure event sponsor needs are met
- Coordinate signage and décor
- Create event day timeline/script for President
- Work with Award and Community Outreach Committee to ensure needs are met

### **General Responsibilities – Timelines for Programs Committee**

<b>TIME/MONTH</b>	<b>ACTIVITY/RESPONSIBILITY</b>
May/June	Chair-elect meets with outgoing chair, VP Education and President-Elect to review accomplishments, projects pending and overview responsibilities for new Chapter Year
May/June	Review MPI Policy and Procedures Manual
May/June	Attend MPISSN leadership development sessions and leadership retreat
June	Schedule first committee meeting for late July; coordinate date with those individuals you have already recruited
June	Start Committee Binder to contain: <ul style="list-style-type: none"> <li>• Committee roster</li> <li>• Calendar (and History)</li> <li>• Reports</li> <li>• Committee Goals and results as well as project goals and results</li> <li>• Include all pertinent information regarding the policies, procedures, activities and operations of the committee. This binder will be handed off to the incoming chair at the end of the year (See Transition Manual)</li> </ul>

June/July	Recruit committee members Send list of committee members to staff
July	Conduct first committee meeting. Agenda items should include the following: <ul style="list-style-type: none"> <li>• The Chair will document all committee activities, events, programs, etc., and include: <ul style="list-style-type: none"> <li>○ Description of activity</li> <li>○ Activity purpose, goals and results</li> <li>○ Copies of each program budget</li> <li>○ Samples of advertising materials and/or newsletter articles</li> <li>○ Photos whenever possible</li> <li>○ Final summary of attendance and financial report</li> </ul> </li> <li>• Review MPI SSN Committee Procedures and goals</li> <li>• Review established committee procedures, functions and projects</li> <li>• Submit roster to MPI SSN staff for distribution</li> <li>• Prepare (or have prepared) monthly report or minutes and submit to VP Education at least one week prior to board meeting</li> </ul>
June/July	Committee is responsible for September program – begin planning process
June/July	Commence work on 18-month calendar
June/July	Work with MPI SSN staff on selection of sites for programs and all of the areas requiring coordination as outlined in these procedures
Ongoing	Attend Board of Director meetings as frequently as possible
Ongoing	Monitor committee budget. If you have questions, consult with your VP, who will in turn consult with the VP Finance
Monthly	Submit articles to Publications Committee for Connects
Monthly	Update detailed Program Report and submit to the Board of Directors (see reporting guidelines and sample form)
Ongoing	For each event, submit materials to Public Relations committee and Connects for insertion/press releases
May/June	Ensure committee binder is ready to pass to incoming chair
May/June	Meet with new committee chair and President-elect to review accomplishments, projects pending, and overview of responsibilities for new Chapter year. Review committee budget and financials from prior year and estimate needs for next chapter year.
June	At last committee meeting, acknowledge committee efforts for the year and introduce incoming chair. Remember that outgoing committee has responsibility for the July and August events, additional work during the incoming year may be required.
June/early July	Prepare end of year report for Board of Directors that includes <ul style="list-style-type: none"> <li>▪ Summary of committee activities, highlighting both successful and less successful activities</li> <li>▪ Completed activities/projects and activities/projects that were planned but not completed during the program year</li> <li>▪ Beginning and ending committee rosters</li> </ul>

June/early July	Prepare transition material for incoming committee chair
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Each new Program Committee's planning responsibility will begin with planning of the next unscheduled 18-month programming calendar. The outgoing committee will have responsibility for the logistics of meetings through July. By Board of Directors motion, all committees may select meeting and event venues 18 months in advance, based on board approval of the Chapter calendar of events.

Forms and who updates them

- Education-Sponsor – Meetings Calendar: Committee Chair updates regularly
- Committee Roster - Committee Chair
- Check requests – Committee Chair
  - Speakers (Honorarium and travel)
  - Host venue food and beverage
  - Audio visual equipment
  - Other program expenses



### **Director of Special Events**

Insures that the business plan's objectives set forth by the Board of Directors are met for chapter events. Manages the following Chairs and their committees: Annual Event, Trade Show, Crab Feed, and Other Special Events (Coffee and Content, Speaker Showcase, and any other events that may be requested by the Board).

Reports to VP of Education and Events

#### *Time Commitment:*

- Regular attendance at monthly meetings and Board meetings
- Attendance at Two Board retreats
- Attendance at all official chapter activities and functions
- Committee activities (10 hours/month)

## **Annual Event Committee Chair**

Director of Special Events and Vice President of Education and Events

The Annual Event Committee is responsible for the coordination and facilitation of the Annual Event. The event is comprised of the F&B, Awards and Silent Auction. The committee works closely with staff accordingly to the procedures established by this chapter. It is the responsibility of the committee chair to communicate the event outline to the following: current President, incoming President and incoming President-elect along with Awards committee chair, the Communications Chair, the Website Chair, and the Chapter Administrator.

### *General Responsibilities:*

- Attend monthly board meetings as available, chapter events and committee meetings
- Submit agenda items VP Special Events in advance of Board meetings
- Prepare a monthly Team Status Report on the strategies, outcomes and completion % to VP Special Events
- Responsible for the following budget line items:
  - 4800 – Annual Event Income
    - 4801 – Silent Auction
    - 4802 – Registration Fees
  - 5800 – Annual Event Expense
    - 5801 – June Annual Event Dinner Expense
    - 5802 – Annual Event Expenses
      - 5802.1 – Entertainment
      - 5802.2 – Décor
      - 5802.3 – Postage
      - 5802.4 – Printing
- Responsible for ensuring the fiscal responsibility of the committee to which position is assigned.
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor

### *Specific Responsibilities:*

- Lead committee to produce effective and well attended Annual Event
- Recruit sponsors and donors to contribute to event
- Develop marketing program to ensure adequate attendance.

**Event Date:** MPISSN typically holds its Annual Gala event in June.

**Theme:** The event is generally a themed event with the President taking an active role in deciding what the theme will be which may coincide with MPI directives or the direction of MPI Sacramento Sierra Nevada Chapter for the next year.

**Budget Responsibilities:** It is the responsibility of the Director of Special Events to advise the committee chair/s of the budget parameters as they apply to the event. It is the responsibility of the Committee chair/s to manage the event expenses appropriately. Chair/s should review expenditures with the Director of Special Events prior to authorization.

**Staff Responsibilities:** The MPISSN Staff is responsible for areas pertaining to the event as listed below. The committee chair should refer to and inform the committee members regarding proper communication procedures with staff.

Staff responsibilities include but are not limited to the following:

#### ***Pre-Event***

Secure Location:

- Committee/President to select and staff to contract with committee input
- Process all deposits necessary

Email Blasts and Mailings:

- Includes: Save the Date, sponsor solicitation fliers, event fliers to be sent out with monthly program info, monthly email blasts (In August/September this increases)
- Committee assists in the design of the fliers and labeling of invitations

Auction Items:

- Keep an accurate and up to date list of all items received and committed
- Work with committee to price items and put together auction list for program

Registration:

- Monitor registration on-line and fax keeping the committee chair informed of the number weekly and then daily as the event draws nearer

#### ***On-Site***

Registration: (staff may bring in temp help but will also need volunteers)

- Check in attendees as they arrive providing them with badges and programs
- Keep venue and committee person assigned informed of the number should it increase beyond the guaranteed amount for meal

Auction: (staff may bring in temp help but will also need volunteers)

- Provide pens, clipboards and auction placards with pre-printed item and bid amounts
- Identify the winning bid for each item during event and print out a list for distribution to all tables
- Collect all auction items for distribution as buyers come to desk in auction room
- Process payments

#### ***Post Event***

Follow Up:

- Process payments (with contracted accountant)
- On all remaining and/or unclaimed auction items
- Process payment of venue
- Reconcile event with committee chairs
- Send out thank you letters to sponsors following event
- Send out evaluation to all attendees

**Committee Assignments:** Due to the diversity of the committee responsibilities it may be necessary to divide the committee into areas such as:

**Reception**

- Entertainment
- Theme and decorations
- Invitation and program design and distribute (for entire event)
- Sponsor Liaison (entire event)
- Fliers for monthly meetings - design and distribute for solicitation
- Facility coordinator (to work with the venue)
- Program timeline and script (work with the Pres to create and finalize)

**Auction**

- Sponsor solicitations
- Sponsor liaison for events
- Fliers for monthly meetings design and distribute
- Auction items coordination – Work with staff to make packages using items donated
- Work with staff to determine price points for auction item (bid prices/bidding increments)

MONTH	ACTIVITY RESPONSIBILITY
March	Secure location – See President for suggestions
March	Begin monthly committee meetings-establish a regular meeting schedule
March	Obtain Connects deadlines and ensure articles are written regarding the event & input in timeline
March	Develop a theme based upon Presidents decision
March	Identify committee members responsibilities; ie-auction, decorations, mailers, invites, facility
March	Discuss with BOD about increases to pricing of event
March	Develop Marketing Plan
April	Secure MC for Live/Silent Auction
April	Decide if there will be entertainment
April	Develop Silent Auction/Sponsorship solicitation letter to be handed out at all MPI events.
April	Send out solicitation letter. (email and regular mail)
April	Obtain bids for decorations
April	Send out "Save the Date" postcard, if applicable
April	Develop Invite
April	Send out letter regarding Silent Auction/Sponsorship opportunities
April	Decide on on-line bidding for auction
April	Be sure website is up to date and online registration is ready
April	Obtain bids for Program Printing (staff should handle)
April	Obtain mailing lists for invite ( staff should handle)
April	Email blast to all attendees and send out Silent Auction/Sponsorship info
April	Email blast to BOD to ensure they obtain their 2 silent auction items
April	Print invitation
May	Begin working on script for program and dinner (pres/pres-elect)
May	Obtain stamps from staff for invites
May	Send out invitations
May	Have label, stamping, and stuffing party for invites

May	Develop all forms for auction and dinner (see binder)
May	Develop program and have printed
June	Pens, clip boards, acrylic stands, put bid number on badge
June	All auction items received
June	Minimum bid review of all silent auction items
June	Obtain/Decide on Live Auction Items
June	Send out final event email blast to members and invite lists
June	Develop closing time of auction or sections of auction
June	Print program
June	Develop thank you letter for sponsors & have president sign
June	Guarantee for food and beverage
June	Venue payment
June	Pre-con, day of, with committee, Pres & Pres Elect to do a quick run through of the evening
June	Send out evaluation to attendees

### History

- 2018 – Capitol Event Center
- 2017 – Sheraton Grand Sacramento
- 2016 – Sutter Club
- 2015 – Memorial Auditorium
- 2014 – Lions Gate Hotel
- 2013 – Citizen Hotel
- 2012 – Thunder Valley Casino Resort
- 2011 – Hyatt Regency Sacramento
- 2010 – Center at 2300
- 2009 – Sacramento Marriott Rancho Cordova – June 2, 2009
- 2008 – DoubleTree Hotel
- 2007 – Hilton Arden

## **Crab Feed Committee Chair**

Director of Special Events and Vice President of Education and Events

The Crab Feed Committee is responsible for the coordination and facilitation of the Crab Feed. The event is comprised of F&B, Entertainment, and Auction. The committee works closely with staff accordingly to the procedures established by this chapter.

### *General Responsibilities:*

- Attend monthly board meetings as available, chapter events and committee meetings
- Submit agenda items and TSR Updates to Director of Events in advance of Board meetings
- Responsible for the following budget line items:
  - Income – 4303 – Crab Feed
    - 4303.1 – Registrations
    - 4303.2 – Crab Feed Sponsorships
    - 4303.3 – Auction
  - Expense – 5303 – Crab Feed
    - 5303.1 – F&B
    - 5303.2 – Decorations
    - 5303.3 – Entertainment
    - 5303.4 – AV
    - 5303.5 – Printing & Postage
    - 5303.6 – ABC Permit
- Responsible for ensuring the fiscal responsibility of the committee to which position is assigned.
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor

### *Specific Responsibilities:*

- Lead committee to produce effective and well attended Crab Feed
- Recruit sponsors and donors to contribute to event
- Develop marketing program to ensure adequate attendance.

**Event Date:** This event takes place in January or first week of February. We will adjust the date as necessary to avoid conflict with other events.

### **General Responsibilities**

**Theme:** The event is generally a water themed event

**Budget Responsibilities:** It is the responsibility of the Director of Special Events to advise the committee chair/s of the budget parameters as they apply to the event. It is the responsibility of the Committee chair/s to manage the event expenses appropriately. Chair/s should review expenditures with the VP Special Events prior to authorization.

**Staff Responsibilities:** The MPISSN Staff is responsible for areas pertaining to the event as listed below. The committee chair should refer to and inform the committee members regarding proper communication procedures with staff.

Staff responsibilities include but are not limited to the following:

#### *Pre-Event*

**Secure Location:**

- Committee to select and President to contract with committee input
- Process all deposits necessary

**Email Blasts and Mailings:**

- Includes: Save the Date, sponsor solicitation fliers, event fliers to be sent out with monthly program info, monthly email blasts (In Nov/December this increases)
- Committee assists in the design of the fliers and labeling of invitations

**Auction Items:**

- Keep an accurate and up to date list of all items received and committed
- Work with committee to price items and put together auction list for program

**Registration:**

- Monitor registration on-line and fax keeping the committee chair informed of the number weekly and then daily as the event draws nearer

#### *On-Site*

**Registration:** (staff may bring in temp help but will also need volunteers)

- Check in attendees as they arrive providing them with badges and programs
- Keep venue and committee person assigned informed of the number should it increase beyond the guaranteed amount for meal

**Auction:** (staff may bring in temp help but will also need volunteers)

- Provide pens, clipboards and auction placards with pre-printed item and bid amounts
- Identify the winning bid for each item during event and print out a list for distribution to all tables
- Collect all auction items for distribution as buyers come to desk in auction room
- Process payments

#### *Post Event*

**Follow Up:**

- Process payments (with contracted accountant)
- On all remaining and/or unclaimed auction items
- Process payment of venue
- Reconcile event with committee chairs
- Send out thank you letters to sponsors following event
- Send out evaluation to all attendees

**Committee Assignments:** Due to the diversity of the committee responsibilities it may be necessary to divide the committee into areas such as:

**Reception:**

- Entertainment
- Theme and decorations

Invitation and program design and distribute (for entire event)  
 Sponsor Liaison (entire event)  
 Fliers for monthly meetings - design and distribute for solicitation  
 Facility coordinator (to work with the venue)  
 Program timeline and script (work with the Pres to create and finalize)

**Auction :**

Sponsor solicitations  
 Sponsor liaison for event  
 Fliers for monthly meetings design and distribute  
 Auction items coordination – Work with staff to make packages using items donated  
 Work with staff to determine price points for auction item (bid prices/bidding increments)

<b>TIME/MONTH</b>	<b>ACTIVITY RESPONSIBILITY</b>
<b>October</b>	Secure location – See President for suggestions
<b>October</b>	Begin monthly committee meetings-establish a regular meeting schedule
<b>October</b>	Obtain Connects deadlines and ensure articles are written regarding the event & input in timeline
<b>October</b>	Develop a theme based upon Presidents decision
<b>October</b>	Identify committee members responsibilities; ie-auction, decorations, mailers, invites, facility
<b>October</b>	Discuss with BOD about increases to pricing of event
<b>October</b>	Develop Marketing Plan
<b>November</b>	Secure MC for Live/Silent Auction
<b>November</b>	Decide if there will be entertainment
<b>November</b>	Develop Silent Auction/Sponsorship solicitation letter to be handed out at all MPI events.
<b>November</b>	Send out solicitation letter. (email and regular mail)
<b>November</b>	Obtain bids for decorations
<b>November</b>	Send out "Save the Date" postcard, if applicable
<b>November</b>	Develop Invite
<b>November</b>	Send out letter regarding Silent Auction/Sponsorship opportunities
<b>November</b>	Decide on on-line bidding for auction
<b>November</b>	Be sure website is up to date and online registration is ready
<b>November</b>	Obtain bids for Program Printing (staff should handle)
<b>November</b>	Obtain mailing lists for invite ( staff should handle)
<b>November</b>	Email blast to all attendees and send out Silent Auction/Sponsorship info
<b>November</b>	Email blast to BOD to ensure they obtain their 2 silent auction items
<b>November</b>	Print invitation
<b>December</b>	Begin working on script for program and dinner (pres/pres-elect)
<b>December</b>	Obtain stamps from staff for invites
<b>December</b>	Send out invitations
<b>December</b>	Have label, stamping, and stuffing party for invites
<b>December</b>	Develop all forms for auction and dinner (see binder)
<b>December</b>	Develop program and have printed
<b>January</b>	Pens, clip boards, acrylic stands, put bid number on badge



<b>January</b>	All auction items received
<b>January</b>	Minimum bid review of all silent auction items
<b>January</b>	Obtain/Decide on Live Auction Items
<b>January</b>	Send out final event email blast to members and invite lists
<b>January</b>	Develop closing time of auction or sections of auction
<b>January</b>	Print program
<b>January</b>	Develop thank you letter for sponsors & have president sign
<b>January</b>	Guarantee for food and beverage
<b>January</b>	Venue payment
<b>January</b>	Pre-con, day of, with committee, Pres & Pres Elect to do a quick run through of the evening
<b>January</b>	Send out evaluation to attendees

**History**

- 2018 – Dante Club
- 2017 – Dante Club
- 2016 – Dante Club
- 2015 – Dante Club

## **Other Special Events**

Reports to Director of Special Events and Vice President of Education and Events

### *General Responsibilities:*

- Attend board meetings as able, chapter events and committee meetings
- Submit agenda items to VP Special Events in advance of Board meetings
- Prepare a monthly Team Status Report on the strategies, outcomes and completion % to Director of Special Events
- Responsible for the following budget line items:
  - 4294 – Sip & Swirl (Member Appreciation) Income
  - 6203 – Member Appreciation Expense
  - 4295 – Global Meetings Industry Day Income
  - 5309 – Global Meetings Industry Day Expense
    - 5309.1 – Food & Beverage
    - 5309.2 – Award/Gift
    - 5309.3 – Entertainment/décor
- Responsible for ensuring the fiscal responsibility of the committee to which position is assigned
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor

### *Specific Responsibilities:*

- Secure a location for Coffee Cocktail and Contents
  - Education to identify topic and content expert

## Tradeshow Committee Chair

Reports to Director of Special Events and Vice President of Education and Events

### *General Responsibilities:*

- Attend board meetings as able, chapter events and committee meetings
- Submit agenda items to VP Special Events in advance of Board meetings
- Prepare a monthly Team Status Report on the strategies, outcomes and completion % to Director of Special Events
- Responsible for the following budget line items:
  - 4308 – Trade Show Income
    - 4308.1 – Trade Show Registrations (Booth Fees)
    - 4308.2 – Trade Show Sponsorships
  - 5307 – Trade Show Expenses
    - 5307.1 – Décor
    - 5307.2 – Postage
    - 5307.3 – Entertainment
    - 5307.4 – F& B
    - 5307.5 – AV
- Responsible for ensuring the fiscal responsibility of the committee to which position is assigned
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor

### *Specific Responsibilities:*

- Lead committee to produce effective and well attended Mini Education Conference & Tradeshow
- Recruit sponsors and exhibitors to annual Mini Education Conference & Tradeshow
- Develop marketing program to ensure adequate attendance
- Work with Director of Education to coordinate workshop as needed

**Event Date:** The tradeshow is traditionally held in March of each year, depending on the educational programming schedule and availability of the adequate venues.

**Staff Responsibilities:** The MPISSN staff is responsible for areas pertaining to the event as listed below. The committee chair(s) should refer to and inform the committee members regarding proper communication procedures with staff. See the administration section of this manual for further information in working with staff.

Staff responsibilities include but are not limited to the following:

- **Email Blasts:** Includes Save the Date, event fliers to be sent out with weekly program information
- Committee assists in the design of the fliers and mailing of invitations

- Sign BEO for event venue
- Process attendee and exhibitor registration
- Coordinate and staff registration table onsite
- Process check requests and invoice requests

**Registration:**

- Monitor registration online and faxes, keeping the committee chair informed of the number weekly and daily as the event draws nearer
- Keep venue and committee person assigned informed of the number should it increase beyond the guaranteed number for meals.

**Onsite Registration:**

- Will need 3 volunteers
- Check in attendees as they arrive, together with committee members

**Post Event:**

- Process payment to venue and education presenters
- Reconcile event with committee chair
- Send out electronic evaluations to all attendees

**Committee Assignments:** Due to the diversity of the committee responsibilities, it may be necessary to divide the committee into areas such as:

- Committee provides promotional content to Staff and Communications Committee to be placed on website, weekly e-news, Connects and Social Media sites.
- Facility coordinator (work with venue on contract/BEO, space, F & B and all logistics)
- Sponsor solicitations
- Sponsor Liaison (entire event)
- Exhibitor solicitations
- Manage exhibitor booths/tables, diagram, onsite needs
- Raffle items coordination (staff plus one committee (Chair of Charity) member)
- Coordinate and secure Entertainment if budget allows
- Coordinate Theme and decorations
- Work with Education Committee to ensure proper space for (workshop) educational breakouts

TIME/MONTH	ACTIVITY RESPONSIBILITY
July	Write all RFPs (Facility, Decorator, Tables, Signage, DJ, Printing)
July	Establish Committee
August	Decisions on RFP
August	Tradeshow Theme
August	Begin soliciting silent auction items
August	Determine rate structure for BOD approval
August	Work with Education Committee on their needs & pricing for BOD approval
September	Design Logo
September	Connection Newsletter Article

September	Begin selling tradeshow space
October	Post event on registration site and map of location
November	Send E-mail blast - Save the Date
November	Post on website
January	Coordinate F & B
January	Provide report of exhibitor and attendee numbers to Committee Chair
January	Coordinate decorations
January	Certificate of insurance through MPI Headquarters
January	Send flyers
January	Solicit donated MC/DJ
February	Provide report of exhibitor and attendee numbers to Committee Chair weekly
February	Early Registration Closes
February	Coordinate Game Card for Raffle
February	Exhibitor packet and attendee packets
2 weeks before	F & B numbers finalized
2 weeks before	Onsite program printed
Day of Event	Tradeshow Exhibitor Move-In
Day of Event	Tradeshow Begins
Day of Event	Tradeshow Raffle
Day of Event	Tradeshow Exhibitor Move-out
Continuous	Monitor registrations (so that no supplier signs up without buying a booth)

### History

2018 – The Sawyer Hotel  
2017 – The Party Concierge  
2016 -

## **Vice President of Finance**

It is the responsibility of the Finance Vice President to advise the committee chair(s) of the budget parameters as they apply to the committee activities. Helps design a strategic financial plan for the chapter and insures that the business plan's financial objectives set forth by the Board of Directors are met in all areas and works with our accountant to file taxes annually. The VP of Finance manages our investments and reserves.

### *General Responsibilities:*

- Attendance at monthly board meetings, board retreats, chapter events and committee meetings
- Read the MPISSN By-laws and Policies & Procedures
- Support and defend policies and programs adopted by the Board of Directors
- Potential attendance at Chapter Leadership Conference, as directed by President
- Ensure the fiscal responsibility of the Strategic Alliance Committee
- Conduct transition meeting with successor

### *Specific Responsibilities:*

- Ensure annual taxes are completed and filed by end of September and submitted to HQ by October 1.
- Support Audit Chair and Committee in completing annual chapter audit and submit audit report to HQ by October 1.
- Support Director of Strategic Alliance, as well as Advertising and Sponsorship Committees
- Submit annual taxes and annual audit to the MPISSN board for review and approval.
- Report monthly on current financial status and highlights on financial activities from the previous month.
- Assist Director in recruiting & training advertising and sponsorship chair positions, as needed.

## **Audit Committee Chair**

Reports to the VP of Finance.

### *General Responsibilities:*

To provide a fiscal review, conduct a review of administrative and financial records. In general, ensure the Chapter's books are in satisfactory condition and provide a report of findings to the MPISSN Board and MPI HQ.

### *Specific Responsibilities:*

- Work with Audit Committee and Chapter Executive Director to schedule the annual chapter audit meeting
- To ensure a thorough audit has been conducted of the MPI Sacramento/Sierra Nevada Chapter and submit report to VP of Finance prior to September 30
- To report the findings to the MPISSN Board or be available for questions from the MPISSN Board

### **Audit Committee Procedures:**

Once the committee has been established and timelines confirmed, complete the following:

- Review the following documents
  - Current Policy and Procedures Manual – audit procedures/requirements as provided by MPI headquarters
  - MPISSN Committee procedures and Goals
  - Previous audits
  - Compliance Form and Conflict of Interest Form signed by board members
- Perform the audit. Review the following files/documents for each month:
  - General Journal
  - Disbursement Journal (all checks)
  - Receipts journal (all deposits)
  - Financial Statements (balance sheet and profit/loss statement are prepared by staff and provided at each Board meeting)
  - Expense documentation for all checks
  - Sequencing of checks
  - Reconciliation of checking account statements
  - Assure that 1099s and tax returns have been completed on a timely basis.
  - Make note of any unreconciled bank statements, missing checks, checks without documentation, or any other discrepancies. Note that documentation for fee payments to contracted staff is not required.

- Work with staff to rectify discrepancies. Include any significant unrectified discrepancies in report to board of directors.
- Prepare the following documents for MPI Headquarters (with assistance from chapter administrator/bookkeeper):
  - Statement of Financial Position (Balance Sheet) June 30 for the year just ending. Produced by MPISSN staff (see July minutes packet)
  - Statement of Activities (Profit/Loss) July 1 through June 30 of fiscal year just ending. Produced by MPI staff. See July meeting packet.
  - Chapter finances and Audit Statement. To be produced by Audit Committee.
- Prepare report to MPISSN Board of Directors to include:
  - Overall observations
  - Recommendations
  - Status of last year's recommendations.

**Audit Timeline:**

- June/July – Review MPISSN Policies & Procedures Manual
- July/Aug – Review audit procedures/requirements in current Chapter Operations Manual (provided by MPI Headquarters)
- July/Aug – MPISSN staff to close books and prepare for audit
- Aug – Initiate contact with staff and committee to establish date for audit
- Aug/Sept – Committee to conduct audit and prepare necessary reports by the end of September
- Sept – Send reports to VP of Finance for submission to MPI HQ and MPISSN Board
- Oct – Audit findings presented to MPISSN Board



## Director of Strategic Alliance (DSA)

Reports to the VP of Finance

### *General Responsibilities:*

- Attendance at monthly board meetings, chapter events and committee meetings
- Read the MPISSN By-laws and Policies & Procedures
- Support and defend policies and programs adopted by the Board of Directors
- Ensure the fiscal responsibility of the Strategic Alliance Committee
- Recruit & train advertising and sponsorship chair positions
- Conduct transition meeting with successor

### *Specific Responsibilities:*

- Plan the Strategic Alliance budget line items with VP
- Review the Goals / Outcomes for key partners, workshop sponsorships and digital advertising
- Design, update and distribute advertising contracts and rate sheets, reflecting any price changes and contact information, for distribution to members and advertisers after approval of budget
- Solicit Key Partners and ensure all benefits have been received by the partner as contractually agreed upon.
- Update the online strategic alliance excel form with the Key Partner's information as well as updating when benefits have been delivered
- Work with Chapter Administrator to facilitate payment from advertisers, key partners and sponsors in a timely and professional manner
- Setting and conducting monthly meetings with Advertising & Sponsorship Chairs, either in person or via telephone conference call

Responsible for the following budget line items:

4600 – Sponsorship Income

4601 – Key Membership Income

**Budget Responsibilities:** It is the responsibility of the Finance Vice President to advise the committee chair(s) of the budget parameters as they apply to the committee activities. It is the joint responsibility of the Finance VP and the Director of Strategic Alliance to manage the committee expenses appropriately. Chair(s) should review expenditures with the Director of Strategic Alliance prior to authorization.

**Key Partners:** Key Partners are those sponsors that have taken their sponsorship to an additional level and are serviced by the Strategic Alliance Committee. Key Partners consist of four levels of sponsorship: Diamond, Emerald, Ruby and Sapphire. Partnership descriptions and levels are found in the "Strategic Alliance Package" document. The cost for each level is determined by the VP and DSA and is based on the values added to the partnership. It is also important to keep the Advertising and Sponsorship Chairs up to date with the status of sponsorships.

**Chair Support:** The DSA supports both the Advertising and Sponsorship Chair with an annual update of the Strategic Alliance package, monthly telephone or face to face meetings for chairs to provide updates and ask questions, and invoice requesting/payment processing for all areas including key partners, sponsorships and advertising.

## **Advertising Chair**

Reports to the Director of Strategic Alliance

The Advertising Chair is responsible for securing advertising for the quarterly newsletter, the yearly directory, weekly email and the chapter website. The chair is charged with updating the online strategic alliance excel form with the advertiser's information as well as updating when benefits have been delivered. The chair is also responsible for ensuring that all contractually agreed upon ads are inserted into media properly by communicating with the Chapter Administrator and the Director of Public Relations & Communications as well as alerting the (DPRC) when certain advertisements should be removed from the chapter website. This chair position will send all filled in contracts to the Director of Strategic Alliance who will process the invoice request and confirm payment received.

### *General Responsibilities:*

- Suggested attendance at chapter events and committee meetings
- Report to Director of Strategic Alliance Monthly with updates on advertisement sales
- Solicit advertising for all chapter publications including the Connects newsletter, Membership Directory, weekly emails, and website.
- Work with the Chapter Administrator on all advertising for the Connects Newsletter and the Directory.
- Work with the (DPRC) on all advertising for the website and weekly email blasts.
- Work cooperatively with, and communicate regularly with (DPRC) in posting email and website advertisements.
- Ensure proper ad insertions as contractually agreed with advertisers
- Send all filled in contracts to the DSA for invoice and payment processing

Responsible for the following budget line items:

- 4200 – Communication Income
  - 4201 – Website Advertising
  - 4202 – Newsletter Advertising
  - 4203 – Directory Advertising
  - 4205 – Stand Alone E-Blast
  - 4206 – Email Banner Ad

### **Publications Currently Provided by MPISSN Chapter**

- Chapter Membership Directory Advertising
- Quarterly Connects Newsletter Advertising
- MPISSN Website and MPISSN Weekly News & Announcement Email Advertising

### **TIMELINE**

- January/February begin securing advertising for Directory (deadline in May)
- March/April finalize securing advertising for Directory (deadline in May)
- April – Secure advertisements for summer Connects Newsletter
- May – Deadline for Directory advertising
- June – Secure advertisements for fall Connects Newsletter
- September – Secure advertisements for winter Connects Newsletter

- November – Secure advertisements for spring Connects Newsletter

**ONGOING**

Ensure that all contractually agreed upon ads are correctly presented in Connects and Website

Review all ad contracts and ensure timely collection of fees

Maintain online Strategic Alliance Excel Form details of each advertising purchase.

## Sponsorship Chair

Reports to the Director of Strategic Alliance

The Sponsorship Chair is responsible for identifying and securing luncheon and workshop sponsors. The goal for every luncheon is to match the appropriate host with the appropriate sponsor. Once identified the committee chair has the workshop sponsor fill in the Strategic Alliance contract. This contract should be sent to the Director of Strategic Alliance (DSA) for invoice and payment processing. The Sponsor Chair ensures all benefits listed in sponsorship agreement are fulfilled

### *General Responsibilities:*

- Suggested attendance at chapter events and committee meetings
- Report to Director of Strategic Alliance Monthly with updates on business plan progress
- Solicits
- Retains Contract and give to DSA
- Ensures all benefits listed in sponsorship agreement are fulfilled as listed below.
  - Director of Education
    - Table Tops
    - Podium time during the luncheon including Presentation Slides
  - Chapter Administrator
    - Recognized in email blasts to the members for program registration and on social media
    - Featured in the Sponsor Spotlight in Connects Newsletter
    - Company logo with link on the MPISSN website
    - Complimentary registration for workshops or lunch/program
    - Recognized on signage at meeting.

Responsible for the following budget line items:

- 4600 – Sponsorship Income
- 4602 – Monthly Meeting Sponsorships
- 4603 – Workshop Sponsorship
- 4604 – Educational Meeting Sponsorships

### **Educational Opportunities Currently Provided by MPISSN Chapter**

- September Workshop & Educational Luncheon Sponsorship - \$2,000
- February Education Luncheon & Boot Camp Sponsorship - \$2,000
- November Education Luncheon Sponsorship - \$1,500
- March Workshop Sponsorship - \$1,000

### **TIMELINE**

- February /March – Begin to reach out to CVB's to make sure we are listed within their upcoming budget.
- May- Attend first meeting. Identify possible sponsors for the year based on previous years and member list. Develop a plan for who might want to sponsor luncheon's and workshops.
- June - Connect with Education Committee Chair and get current education calendar; specifically dates & locations of events being sponsored.

- August- Make sure that sponsors are secured for September Workshop & Educational Luncheon Sponsorship
- September – Make sure that sponsors are secured for November Education Luncheon
- November – Make sure that sponsors are secured for February Education Luncheon & Bootcamp
- January – Make sure that sponsors are secured for March Workshop.

#### **ONGOING**

- Ensure that all contractually agreed upon benefits are delivered to the sponsor.
- Maintain online Strategic Alliance Excel Form details of each workshop sponsorship.
- Deliver contract to DSA for invoice/payment processing

## **Vice President of Membership**

Helps design a strategic Membership plan for the chapter. Insures that the business plan's objectives set forth by the Board of Directors are achieved by the Membership team overall. In addition to the Director of Recruitment and Retention, the committees that fall under Membership are: Awards and Recognition, Recruitment, and Retention.

### **Time Commitment:**

- Regular attendance at monthly meetings and Board meetings
- Attendance at Two Board retreats
- Attendance at all official chapter activities and functions
- Potential attendance at Chapter Leadership Conference, as directed by President
- Committee activities (10 hours/month)

## Awards and Recognition Chair

Reports to the VP of Membership

The purpose of the Awards Committee is to provide recognition to chapter members by presenting various Chapter awards. The committee solicits and evaluates nominees, selects recipients, presents awards and works with the Communication Committee to inform Chapter members, media and industry publications. The following policy and procedures are intended to establish guidelines to ensure consistency and objectivity in the selection process. The awards committee should review these procedures and may suggest changes which must be approved by the Board of Directors.

### *General Responsibilities*

- Attend chapter events and committee meetings
- Submit agenda items to VP Membership in advance of Board meetings
- Prepare a monthly Team Status Report on the strategies, outcomes and completion % to VP Membership
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor

### *Specific Responsibilities*

- Review P&P
- Create annual budget
- Create awards distribution detailed timeline
- Communicate and engage committee regularly with awards committee tasks
- Ensure awards are distributed and members are recognized per procedure listed above
- Responsible for the following budget line items:
  - 6200 – Committee Expense
  - 6201 – Awards Committee

**Committee Composition:** The Committee shall have at least five (5) members, at least one to be a past recipient of the Planner or Supplier of the Year awards. The Committee shall include at least one member from the previous year's Committee for continuity. Members need to be active, engaged chapter members who knows the membership and understands the composition of the awards committee. All members of the committee will be a part of the decision process for all awards.

The following items are to be requested and reviewed upon acceptance of committee position:

- Chapter Policies and Procedures
- Tools for Chapter Leaders
- Budget reference - 6201 – Awards Committee Expense
- List of Past Awards Winners
- List of Longevity recipients for current term

### **Awards Timeline:**

MONTH	ACTIVITY	BUDGET	AWARD	SELECTION
Sept & April	Present Longevity Pins	\$350 per year	Pins	By tenure
November	Present Supplier of the Year	\$150	Acrylic award	Chapter nominates
November	Present Planner of the Year	\$150	Acrylic award	Chapter nominates

September	Present Rita McDonald Rising Star	\$150	Acrylic award	Board nominates
September	Present Chapter Leader of the Year	\$150	Acrylic award	Board nominates
June	Present Past President's (Presented by current President) Gavel Plaque	\$150	Gift certificate per President's preference	Current President
June	Present President's	\$150	Glass award or gift certificate	Current President
September	Present Crystal Platter	\$150	Crystal Platter	Luncheon evaluations

#### Awards and Recognition Procedure Summary

Review – *same guidelines for all listed below*

Purpose

Criteria

Solicit

Questionnaire

Selection

Award

Presentation

Recognition – *same guidelines for all listed below*

#### REVIEW procedure for all awards

At least 6 months prior to the announcement of the award, the Awards Committee shall meet to review selection policy and procedure and make recommendations for changes and/or modifications as appropriate. Any additions, deletions, or modifications must be approved by the MPI SSN Board of Directors.

#### RECOGNITION procedure for all awards

- **A list of all award recipients for each category must be maintained and included in the MPISSN Membership Directory and website.**
- **Obtain from awardee**
  - Biography
  - Photo
  - Current title and designation
- **Create a fact sheet**
  - Name and purpose of award
  - Date and location of award presentation
  - Number and type of attendees at presentation
  - Awardee information
  - Presenter information
- **Submit information to communications committee**
- **Request disbursement of Award announcement in**
  - MPISSN newsletter
  - MPISSN website
  - MPISSN eblast
  - MPI website
  - Industry publications
  - Greater Sacramento area business media



## Director of Recruitment and Retention

Reports to VP of Membership

Insures that the business plan's objectives set forth by the Board of Directors are met for both membership growth and retention. Manages the following Chairs and their committees: Recruitment (general and student members) and Retention (on boarding/new member meet ups)

Time Commitment:

- Regular attendance at monthly meetings and Board meetings
- Attendance at Two Board retreats
- Attendance at all official chapter activities and functions
- Committee activities (10 hours/month)

*General Responsibilities:*

- Serve as voting member of Board of Directors
- Provide direction and leadership for the chapter's program to maintain and increase MPI membership
- Work with staff to maintain a current roster of chapter members
- Attend board meetings, chapter events and committee meetings
- Conduct monthly committee meetings.
- Act as coach, advisor and counselor to assigned committees
- Collect agenda items and TSR Updates from committee chairs and Submit the TSR to the VP of membership by the 25<sup>th</sup> of each month.
- Report on the strategies, successes and challenges of assigned committees to Board of Directors
- Responsible for the following budget line items:
  - All dues (except Key Partner), Members Services, Awards
- Responsible for requesting membership table at all events
- Responsible for work with Education (monthly meetings) and Special Events Chairs requesting time to membership to speak
- Responsible for requesting registration spreadsheet to all events five days prior to the event
- Responsible for staffing and organizing trade show booth at CalSAE Seasonal Spectacular
- Responsible for ensuring the fiscal responsibility of the committee(s) to which position is assigned.
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors

*Specific Responsibilities:*

- Manage and supervise chapter membership efforts, including
  - Recruitment – member recruitment, new member orientation
  - Member Care – member retention, hospitality
- Conduct an annual Needs Assessment Survey of all members in November of each year.
- Communicate strategic issues relating to membership to Board of Directors
- Research current membership trends and topics pertinent to the meetings industry and report findings to Board of Directors

## Recruitment Chair

Reports to the Director of Recruitment and Retention and VP of Membership

### *General Responsibilities:*

- Attend chapter events and committee meetings
- Act as coach, advisor and counselor to assigned committee members
- Submit agenda items for Board of Directors meetings in advance of meetings to the Director of Recruitment and Retention.
- Identify, recruit and train Committee members
- Support and defend policies and programs adopted by the Board of Directors
- Assist in recruiting a successor
- Assist in recruiting and conduct transition meeting with successor
- Perform other duties that may be delegated by the President, VP of Membership and/or Board of Directors

### *Specific Responsibilities:*

- Work with VP to Establish a recruitment goal for the year, based on the strategic plan
- Encourage member involvement in committees
- Work with committee to expand volunteer long-term involvement with chapter
- Submit articles to newsletter and website in support of member recruitment opportunities
- Submit information for monthly TSR reports to the Director of Membership Recruitment and Retention by the 1st of each month

<b>TASK – CREAT QUARTERLY MEMBERSHIP RECRUITMENT CAMPAIGNS</b>	<b>TARGET DATE</b>
Working with the Director of Recruitment and Retention create quarterly chapter memberships with incentive.	July
Implement quarterly membership recruitment Campaign. Working with VP of Membership and Director of Membership Recruitment and Retention on creating Marketing Tools	August 1st November 1st February 1st May 1st
Evaluate quarterly membership recruitment campaigns	February

<b>TASK – AFFILIATE MEMBERSHIP</b>	<b>TARGET DATE</b>
Update dual membership application	July – August
Update dual membership invitation letter	July – August
Contact other CA chapters for permission to send dual invitation letters	September
Send letters/emails to potential dual members	September
Announce new dual members	Monthly

<b>TASK – COMMUNICATION</b>	<b>TARGET DATE</b>
Receive list of guests/prospective members from each monthly meeting	Monthly

from Chapter Administrator	
Correspond with each non guest, send application packet	Monthly
Respond to website email membership inquires	As needed

## Retention Chair

Reports to the Director of Recruitment and Retention and VP of Membership

The purpose of the MPI Sacramento Sierra Nevada Chapter Member Retention Committee is to develop and implement plans that will enhance the value of membership and plan and develop programs for the recruitment of MPI SSN members.

### *General Responsibilities:*

- Attend, chapter events and committee meetings
- Act as coach, advisor and counselor to assigned committee members
- Submit agenda items for Board of Directors meetings in advance of meetings to the Director of Recruitment and Retention
- Identify, recruit and train Committee members for assigned committee
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors

### *Specific Responsibilities:*

- Develop and maintain an active and ongoing campaign to retain members
- Encourage member involvement in committees
- Provide hospitality at chapter functions by welcoming attendees and making them feel welcome (Greeter Program)
- Work with committee to expand volunteer long-term involvement with chapter
- Submit information for monthly TSR reports to the Director of Membership Recruitment and Retention by the 25th of each month.

<b>TASK – GREETER PROGRAM</b>	<b>TARGET DATE</b>
Establish greeter program facilitator.	September
Recruit greeters and assign table and host roster for all monthly luncheons.	Monthly
Send reminder notice to appropriate volunteers.	Monthly
Submit article regarding greeter program.	September
Notify staff and reserve and designate one table at monthly luncheon.	Monthly
Request new member and guest list from staff prior to luncheon.	Monthly
Identify, greet and introduce new members and guests.	Monthly
Evaluate and discuss and refine program at Member Care Committee Meetings.	Ongoing

<b>TASK – RENEWALS</b>	<b>TARGET DATE</b>
Receive list of monthly members due for renewal from the VP of Membership	Monthly
Correspond with each expiring member to renew committee member will	Monthly

make personal phone call. Work with Membership Recruitment Chair in case there are new renewal incentives.	
Correspond with current members, divide member list by anniversary date, correspond with them monthly.	Quarterly

<b>TASK – COMMUNICATION</b>	<b>TARGET DATE</b>
Submit articles to CONNECTS re: member benefits	quarterly
Promote advertisement opportunities to supplier members (website, newsletter and member directory).	
Obtain member testimonials from luncheons or events for both member retention and member recruitment use.	

# Appendix G



# SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

## CHECK REQUEST / PAYMENT AUTHORIZATION FORM

Please complete and sign this form to authorize a check to be cut, and indicate budget line item(s) from which funds are to be taken. Scan and email to [lynette@mpissn.org](mailto:lynette@mpissn.org), or FAX to (916)691-9674. Allow up to two weeks for processing, signature and mail. **A VP's signature is required to authorize a check.**

*You may only request funds that have been allocated in the annual Board of Directors approved budget. Supporting documentation (i.e. invoice, receipts, etc.) **MUST** be attached.*

### PLEASE PRINT

**Check Payable To:** \_\_\_\_\_

Payee Address: \_\_\_\_\_

Payee Phone: \_\_\_\_\_ Payee Fax: \_\_\_\_\_

Payee Email: \_\_\_\_\_

1099 Form (required for all vendors who provide a service)  Attached  On File  N/A

**Total Check / payment amount: \$** \_\_\_\_\_

\*Memo description: \_\_\_\_\_

\*Text in memo field will be posted on the check and noted in description area on financial reports MPI Form

### BUDGET AND APPROVAL

Category: \_\_\_\_\_ Budget Line Item #: \_\_\_\_\_ Amt: \$ \_\_\_\_\_ VP Signature \_\_\_\_\_

Category: \_\_\_\_\_ Budget Line Item #: \_\_\_\_\_ Amt: \$ \_\_\_\_\_ VP Signature \_\_\_\_\_

Category: \_\_\_\_\_ Budget Line Item #: \_\_\_\_\_ Amt: \$ \_\_\_\_\_ VP Signature \_\_\_\_\_

Is this expense within budget? If not, please explain and note board pre-approval date.

\_\_\_\_\_

### PROCESS CHECK AS FOLLOWS

Mail to Payee Address  Hold Check For Pick Up  Bring To Meeting on \_\_\_\_\_

Request submitted by: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Committee Name: \_\_\_\_\_ Chair Name: \_\_\_\_\_

Date form sent to MPI/SSN Staff: \_\_\_\_\_ Date Check Needed: \_\_\_\_\_

Date Check Prepared: \_\_\_\_\_ MPI/SSN Check # Issued: \_\_\_\_\_

## Appendix H

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# 2018-2019 Strategic Partnership & Advertising Kit



## Gain a direct connection with the premier meeting professionals in the Sacramento/Sierra Nevada region!

### The MPI Sacramento/Sierra Nevada Chapter Advantage:

- o **\$220 Million** | The collective buying power of our chapter's planner members
- o **41%** | The percentage of planner members responsible for executing events of 500+ attendees
- o **50** | The number of planner members in MPISSN who control meeting budgets of \$250,000+
- o **19%** | The percentage of membership increase for the MPISSN chapter the past year

**Why Advertise:** Becoming an MPISSN sponsor provides a variety of opportunities and sales tools through events, exhibiting, networking and advertising that will help you increase your exposure and access to MPISSN members and beyond. Secure market shares for your company and show customers and competitors that business is strong when you appear in the official communication pieces of MPISSN. Located in this packet you will find information on. . .

- Key Partner Annual Sponsorship
- Workshop and Luncheon Sponsorship
- Digital Advertising - Website, Email, Newsletter and Directory

**About MPISSN:** With over 30 years of experience in career development education, MPISSN continues to be the premier education resource for meeting professionals and suppliers in the Sacramento/Sierra Nevada region. MPISSN is comprised of meeting planners and suppliers from the greater Sacramento region and Northern Nevada. MPISSN empowers its members to increase their strategic value with education, professional development and business growth opportunities; without partners like you this would not be possible

### Interested in Learning More?

Christina Hake  
Director of Strategic Alliance  
MPI Sacramento/Sierra Chapter  
Direct: 916-436-6031  
Email: [christina@averymurphy.com](mailto:christina@averymurphy.com)

## MPISSN WANTS TO BE YOUR ADVERTISING PARTNER

We understand that your advertising dollars need to count and it is important to get in front of your target audience. Advertising with MPISSN allows your company to reach industry decision-makers. Our strategic sponsorship opportunities are a cost efficient and effective way to increase exposure of your venue and services to decision makers and key influencers.

### Our Global Market & Buying Power

MPISSN members represent over 80 companies in the region responsible for thousands of meetings and events annually. MPISSN is composed of planner members representing the following organizations:

- |   |  |
|---|--|
| Advocacy & Management Group, Inc.                                 | CSAC Excess Insurance Authority                      |
| Alegria Destination & Events                                      | CSUS, Sacramento                                     |
| Allstate Insurance Company  | DBA International                                    |
| Association of California School Administrators                   | Domino Events  |
| Association of California Water Agencies                          | Durst Event Strategies                               |
| Avery Murphy LLC  | Experient, A Martiz Travel Company                   |
| BioMarin Pharmaceutical Inc.                                      | Groupware Technology                                 |
| BloodSource - Mather  | HelmsBriscoe   |
| Bobrow Associates, Inc.   | Inspired Management Services, LLC                    |
| C Carter Meeting Management LLC                                   | J Martinez Meeting Insites                           |
| CA Grain & Feed Association                                       | Jennifer McDonald Association Management Company     |
| CA Society of Association Executives                              | JM Devine Group, LLC                                 |
| CalcIMA   | LeadingAge California                                |
| California Advocates Management Services                          | League of California Cities                          |
| California Alliance of Child & Family Services                    | Medtronic Vascular                                   |
| California Assisted Living Association                            | MW Management Group                                  |
| California Association for Adult Day Services                     | Organized Events                                     |
| California Association of Boutique and Breakfast Inns             | Pacific Legal Foundation                             |
| California Association of Flower Growers & Shippers               | Precision Meeting Management                         |
| California Association of Health Plans                            | Quality Care Health Foundation                       |
| California Bankers Association                                    | Rinehart Design, Consulting, Meetings and Events     |
| California Beer & Beverage Distributors                           | Royal Events   |
| California Child Development Administrators Association           | Rural Community Assistance Corporation               |
| California Dental Association (CDA)                               | Sacramento Association of Realtors                   |
| California Grocers Association                                    | Sacramento River Cats                                |
| California Head Start Association                                 | San Francisco Association of Realtors                |
| California Hotel & Lodging Association                            | Schrader Solutions                                   |
| California Independent Petroleum Association                      | SEMI   |
| California Medical Association California Pharmacists Association | Spectrum Events                                      |
| California Police Chiefs Association                              | Susan Buntjer & Associates                           |
| California Primary Care Association                               | The California Charter Schools Association           |
| California Society of CPAs  | Toastmasters International                           |
| California Special Districts Association                          | Travis Credit Union                                  |
| California Speech Language & Hearing Association                  | UC Davis   |
| California Trucking Association                                   | UC Davis Health System Eye Center                    |
| California YMCA Youth & Government                                | University of Nevada Las Vegas                       |
| CalRecycle  | Vision Service Plan                                  |
| Chalk it Up! to Sacramento  | Western Manufactured Housing Communities Association |
| CMBA - California Mortgage Bankers Association                    | Wood Moulding & Millwork Producers Association       |
| Child Support Directors Association                               | Your Meeting Pro                                     |
| CPOA  | Zoomaway   |

## MPISSN Key Partner Annual Sponsorship Opportunities

### **\$3,500 Diamond**

- **Three (3) Marketing emails sent by MPISSN to our 1,300+ contacts**
- **MPISSN Board Face Time- A representative from your company will have 15 minutes during one of our board meetings to discuss and distribute materials regarding your Venue or Service.**
- One (1) Full page ad and One (1) half page ad in Connects Digital Newsletter
- Membership labels for Two (2) Mailings
- Ten (10) Luncheon Registrations
- Banner Ad on MPISSN Website for Two (2) Quarters
- One (1) Complimentary Registration to workshop of your choice

### **\$2,500 Emerald**

- **Two (2) Marketing emails sent by MPISSN to our 1,300+ contacts**
- One (1) Full page ad in Connects Digital Newsletter
- Membership labels for One (1) Mailing
- Six (6) Luncheon Registrations
- Banner Ad on MPISSN Website for One (1) Quarter
- One (1) Complimentary Registration to workshop of your choice

### **\$1,500 Ruby**

- **One (1) Marketing Email sent by MPISSN to our 1,300+ contacts**
- One (1) Full page ad in Connects Digital Newsletter
- Membership labels for One (1) Mailing
- Banner Ad on MPISSN Website for One (1) Quarter
- Four (4) Luncheon Registrations

### **\$500 Sapphire**

- One (1) Half page ad in Connects Digital Newsletter
- Four (4) Luncheon Registrations

### **All Key Partners Receive the Following**

- Recognition as a Key Partner at workshops and luncheons
- Company Logo posted on signage at all workshops and luncheons
- Recognition as Key Partner in Membership Directory and quarterly issues of *Connects* newsletter
- Logo with link on every webpage of MPISSN website
- Key Partner Ribbon at all MPISSN events

**Please note that all Key Partners must have someone from their company participating as a member for MPISSN in order to participate.** Benefits are annual from contract signing date. Cost of membership dues, trade show registration and directory advertising does not count toward any sponsorship level. MPISSN reserves the right to edit benefits packages at any time with notification to sponsors. Call or e-mail Christina Hake at [Christina@averymurphy.com](mailto:Christina@averymurphy.com) or 916-436-6031 to customize partnership packages.

## MPISSN Event Sponsorship Opportunities

MPISSN educational workshops and/or luncheon sponsorship opportunities are exclusive and open to only one company per event.

### MPISSN September Workshop & Educational Luncheon Sponsorship - \$3,000

Available each September, this sponsorship gives you a chance to spend a whole day with our MPISSN workshop & luncheon attendees, gaining the most exposure.

#### Sponsor Benefits:

- Access to a maximum of three (3) table tops for exhibit space during the Networking Reception.
- Recognized in email blasts to the members for program registration and in the brochure
- One (1) complimentary registration for lunch/program
- One (1) complimentary registration for the morning workshop
- Five (5) minutes of podium time during the luncheon
- Featured in the Sponsor Spotlight in Connects Newsletter
- Recognized on signage at meeting.
- Company logo with link on the MPISSN website for 30 days

### MPISSN February Education Luncheon & Boot Camp Sponsorship - \$3,000

Available in February, this sponsorship gives you a chance to sponsor the educational luncheon and our Meeting Planner Boot Camp.

#### Sponsor Benefits:

- Logo and contact information listed in Bootcamp printed program
- Access to a maximum of two (3) table tops for exhibit space during the Networking Reception.
- Recognized in email blasts to the members for program registration and in the brochure
- One (1) complimentary registration for lunch/program
- Five (5) minutes of podium time during the luncheon
- Featured in the Sponsor Spotlight in Connects Newsletter
- Recognized on signage at meeting.

### MPISSN November Education Luncheon Sponsorship - \$2,000

Available in November & February, this sponsorship gives you a chance to sponsor an educational luncheon.

#### Sponsor Benefits:

- Access to a maximum of two (2) table tops for exhibit space during the Networking Reception.
- Recognized in email blasts to the members for program registration and in the brochure
- One (1) complimentary registration for lunch/program
- Five (5) minutes of podium time during the luncheon
- Featured in the Sponsor Spotlight in Connects Newsletter
- Recognized on signage at meeting.

### MPISSN April Education Luncheon and GMID Sponsorship - \$3,000

#### Sponsor Benefits:

- Access to one (1) table top for exhibit space during the Networking Reception.
- Recognized in email blasts to the members for program registration and in the brochure
- One (1) complimentary registration for workshop
- Featured in the Sponsor Spotlight in Connects Newsletter
- Recognized on signage at meeting.

### Special Events Sponsorship Opportunities

Interested in sponsoring MPISSN's Crab Feed, Trade Show, Sip & Swirl Member Only Appreciation Event, or Annual Gala? Contact the Director of Special Events, Gaby Fonseca, [gaby.fonseca@sheraton.com](mailto:gaby.fonseca@sheraton.com) for complete information and sponsorship options.

## MPISSN Digital Advertising Opportunities

### MPISSN Facebook, Website and Weekly News & Announcement Email Advertising

Advertising with MPISSN is an exclusive benefit offered only to supplier members. Take advantage of this great opportunity to reach our planner membership! **NEW!!! – Facebook Post** One post per created by the supplier to be posted on the MPISSN Facebook page. **MPISSN Website** advertising places your company’s banner ad on the homepage and interior pages of [www.mpissn.org](http://www.mpissn.org). **MPISSN Weekly News & Announcement** advertising is open to only one supplier member per month – you will be the exclusive advertising partner, with a banner ad located at the top of the email, just under the header image. This weekly email is sent out every Tuesday to the entire membership of MPISSN.

**All website and email banner ads must be submitted via email in a JPG or PNG format at the correct pixel size and 96 dpi resolution. MPISSN accepts static ads only. Submit artwork to both [marques@hammerrealestategroup.com](mailto:marques@hammerrealestategroup.com) and [lynette@mpissn.org](mailto:lynette@mpissn.org).**

AD OPTIONS	MONTHLY MEMBER RATE
NEW!!! Facebook Post (1 Approved post to be sent via the MPISSN Facebook page)	\$175 per post
Website Banner (611w x 100h)	\$175 per month*
Weekly Email Banner (675w x 112h)	\$100 per month (4 emails) *

*\* A 25% discount will be given to all advertisers who reserve 6+ months at one time.*

### MPISSN Quarterly Connects Newsletter Advertising

Advertising in MPISSN’s quarterly Connects email newsletter that is sent out to the entire chapter membership. All full page advertisements will be placed in the front of the newsletter, directly after the cover page for optimal exposure to membership. Half page advertisements will be placed throughout the newsletter. In order to participate in all MPISSN digital advertising someone from your company must be a current MPISSN member.

**All newsletter ads must be submitted via email as a high-resolution (300 dpi) JPG or PDF document. Submit artwork to both [marques@hammerrealestategroup.com](mailto:marques@hammerrealestategroup.com) and [lynette@mpissn.org](mailto:lynette@mpissn.org).**

Deadlines: August 25, 2017 (Fall) | November 17, 2017 (Winter) | February 23, 2018 (Spring) | May 25, 2018 (Summer)

AD OPTIONS	MEMBER RATE
Full Page (8.5 x 11in)	\$300
Half Page (7.5 x 5in)	\$200

### MPISSN Chapter Membership Directory Advertising

MPISSN publishes an annual membership directory, an essential business tool used by meeting planners in the Sacramento/Sierra Nevada area. All full page advertisements will be placed in the front of the directory, directly after the cover page for optimal exposure to membership. Half page and logo advertisements will be placed throughout the directory.

**All directory ads must be submitted via email as a high-resolution (300 dpi) JPG or PDF document. Submit artwork to both [marques@hammerrealestategroup.com](mailto:marques@hammerrealestategroup.com) and [lynette@mpissn.org](mailto:lynette@mpissn.org). Deadline for Directory Ad placement is May 25, 2018.**

AD OPTIONS	MEMBER RATE
Inside Front Cover (8.5 x 11in)	\$1000
Full Page (8.5 x 11in)	\$800
Half Page (7.5 x 5in)	\$300
Logo Ad (3.5 x 2in)	\$150

# MPISSN Advertising & Sponsorship Commitment Form



Please complete the below information indicating your MPISSN advertising and/or sponsorship participation choices. Please make sure all fields are complete before submitting. All advertising specifications are stated in the description of the advertising option on page 6

**KEY PARTNER SPONSORSHIPS:**  Diamond - \$4000  Emerald - \$2,500  Ruby - \$1,500  Sapphire - \$500

**MEETING SPONSORSHIPS:**  Sept. Workshop & Luncheon - \$2000  Nov. Luncheon - \$1500

Feb. Education Luncheon & Boot Camp - \$2000.  March Workshop - \$1000

**DIGITAL ADVERTISING:**

Full Page Directory Ad - \$800  Half Page Directory Ad - \$300  Business Card Directory Ad - \$150

Full Page Newsletter Ad - \$300  Half Page Newsletter Ad - \$200

Website Banner Ad - \$175/month\*  Email Banner Ad - \$175/month\* (\*25% Discount for 6+ Months)

-----  
Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact for Logo or Art: \_\_\_\_\_

Website Address or Link for Ad: \_\_\_\_\_

Ad Run Month(s) or Newsletter Issue: \_\_\_\_\_  
-----

**Payment Information:**

Amount of Purchase: \$ \_\_\_\_\_ Discount (If Applicable\*): \$ \_\_\_\_\_ Total \$ \_\_\_\_\_

Enclosed Check # \_\_\_\_\_  MasterCard  Visa  AMEX  Please Send Invoice

Card Number: \_\_\_\_\_ Expires: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

**Return this completed form to:** Lynette Magnino, Executive Director, MPISSN  
9245 Laguna Springs Rd, Suite 200, Elk Grove, CA 95758 • Fax: (916) 691-9674 or Email: [lynette@mpissn.org](mailto:lynette@mpissn.org)  
**Questions?** Call Christina Hake at (916) 436-6031 or Lynette Magnino at (916) 509-7270

*Please allow 5 business days for ads and logos to be uploaded to the website. These rates are effective **September 1, 2016**, and may be changed at any time by the publisher. Advertisers and advertising agencies assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefore made against the publisher. The publisher reserves the right to reject any advertising, which is not in keeping with the publication's standards. Advertisers and advertising agencies agree to indemnify and protect the publisher from any damage or expense resulting from printing and publishing any advertisement. All payments must be received 15 days prior to start of ad run. Unpaid invoices will incur a charge of 5% per month.*

# Appendix I





# SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

## INVOICE REQUEST

*Please print and sign this form to request that MPI staff prepare and send an invoice. Indicate where in the budget the revenue is to be placed (use the account codes from the budget). Supporting documentation **must be attached**. Scan and email to [lynette@mpissn.org](mailto:lynette@mpissn.org), or FAX to (916)691-9674.*

Request submitted by: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Committee Name: \_\_\_\_\_ Chair Name: \_\_\_\_\_

Chair Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**BUDGET:** Category: \_\_\_\_\_ Line Item #: \_\_\_\_\_

Date Invoice Sent: \_\_\_\_\_ MPI / SSN Invoice #: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

Please confirm address information. **MPISSN incurs fees for any returned or undeliverable checks.**

Name of Company being invoiced: \_\_\_\_\_

Name of person to receive invoice: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Date of Invoice: \_\_\_\_\_ Amount: \_\_\_\_\_

\*Memo description: \_\_\_\_\_

\*Text in memo field will be posted on the invoice and noted in description area on financial reports.

## **Appendix J**



## SACRAMENTO/ SIERRA NEVADA

CHAPTER

### Charity Selection Process

Each year, MPISSN strives to raise awareness of a charitable organization that has an impact on the Sacramento and Sierra Nevada communities.

We support a charity by contributing 100% of the revenue generated by fundraising activities at monthly programs to a charity within the geographic region of the chapter, so long as the geographic region selected is headquartered within the state of California (as required by Attorney General of the State of California). Your charity must operate under your own Federal Employer Identification number (no umbrella affiliation with another organization).

Please note: since our MPISSN members are from both the Sacramento and Sierra Nevada regions, additional consideration is given to a charity that also serves the needs of the Sierra Nevada region.

At the end of our fiscal year, MPISSN issues a contribution check to our selected charity.

***To apply as the MPISSN charity, please submit the following information:***

1. The charitable organization's full name and headquarter address. Please include a daytime phone number, contact person and website address.
2. Give us a brief description on how your organization serves the Sacramento region and if applicable, the Sierra Nevada area.
3. How is your charity currently funded?
4. What percentage of your organization's funds are administrative costs vs. funds that go directly to support the charity's recipients.
5. How much of any funds raised are kept within the Sacramento region or Sierra Nevada area?
6. Why should the Meeting Professionals International Sacramento/Sierra Chapter select your charity?
7. Please provide a three-year budget history.
8. Please provide a copy of your California non-profit status.

### Selection Process and Timeline:

April 1st	Application process opens. A call goes out to all MPISSN members encouraging them to have their favorite charity submit a proposal to the Community Outreach Committee. Proposals should be emailed to <a href="mailto:lynette@mpissn.org">lynette@mpissn.org</a> .
April 30th	Last day to apply.
May	The Community Outreach Committee reviews all proposals and submits up to three recommendations to the MPISSN Board of Directors.
June	MPISSN Board will vote and select a charity at its year-end meeting.
June 30th	Charities are notified.

If you have any questions, please submit them to our Chapter Administrator at [lynette@mpissn.org](mailto:lynette@mpissn.org).

Please submit your proposal to our Chapter Administrator, Lynette Magnino. You can email your proposal to: [lynette@mpissn.org](mailto:lynette@mpissn.org) or mail it to: 9245 Laguna Springs Dr., Ste. 200, Elk Grove, CA 95758



SACRAMENTO/SIERRA NEVADA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

# Appendix K



# Membership Strategic Plan 2018-2019

### Target Markets:

- Prospective Members
  - Non-Member Event Attendees
  - Tradeshow Contacts
  - Planners who are members of CalSAE and SGMP
  - Corporate Meeting Planners
  - Expired Members (or their replacements)
- New Members
  - MPI Members
  - Affiliate Members
- Renewing Members
  - MPI Members
  - Affiliate Members

### Marketing Channels:

- Email
- Phone Calls
- Website
- Social Media Posts
- Our Events

### Membership Renewal Timeline – Recommendation

	Timeframe	Owner	Method	Action
>60	60 days prior to expiration	MPI Global	Email	MPI Member Engagement Team emails member invoice
>30	30 days prior to expiration	MPI Global Chapter	Email Call	MPI Member Engagement Team emails member invoice Personalized call from Member Retention team for renewal effort. Execute personal survey for following questions:



# SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

				<ul style="list-style-type: none"> <li>• Are the goals of your membership being achieved</li> <li>• If no, how can we help you achieve those goals?</li> <li>• Will you be renewing your membership?</li> <li>• If no, why not?</li> <li>• Would you recommend MPISSN membership to others?</li> <li>• If no, why not?</li> </ul>
<b>Anniversary Date</b>	Month of expiration	MPI Global	Call	MPI Member Engagement Team calls member with reminder to renew
<b>&lt;30</b>	30 days past due	MPI Global	Email	MPI Member Engagement Team emails member invoice / notice of expiration
<b>&lt;60</b>	60 days past due	MPI Global	Call	MPI Member Engagement Team calls member
		MPI Global	Email	MPI Member Engagement Team emails member with a past due notice
		MPI Global	Call	MPI Member Engagement Team calls member
		MPI Global	Email	Potentially MPI Engagement Team emails member with a past due notice
		Chapter	Call	Membership Retention Calls to remind member that their membership will be dropping.
<b>&lt;60</b>	60 days past due	<b>Grace Period Expires.</b> Member appears on cancellation list and becomes inactive.		
<b>&lt;120</b>	120 days past due	MPI Global	Mail Email Call	MPI Member Engagement Team begins "win back" campaigns
<b>&gt;180</b>	6 months past due	MPI Member Care sends Win-Back Email #1		
<b>&gt;240</b>	8 months past due	MPI Member Care makes a re-join call		
<b>&gt;360</b>	1 year past due	MPI Member Care sends Win-Back Email #2		



### MPI Membership Marketing Matrix

**Purpose:** To easily identify areas of opportunity and any gaps in the Chapter's membership marketing.

**Objective:** Complete your Chapter's current membership marketing process with the activity, timeframe and team members responsible based on each membership category target. Highlight the cells based on the process status: to be created (red), to be reviewed (yellow), or finalized process being implemented (green). Use the Red/Yellow/Green model to determine the areas of opportunity and create an action plan by prioritizing the areas of greatest need first.

Current Matrix as of July 1, 2015

Membership Target	Activity	MPI Sacramento Sierra Nevada		Key:		Process to be reviewed		Process is being implemented	
		Timeframe	Content Owner	Implementation Owner	Content Owner	Timeframe	Content Owner	Implementation Owner	
<b>Recruitment</b>									
Event Attendees	Email	1 week post event	Membership - Recruitment	Membership - Recruitment	N/A				
	Call	2 weeks post event	Membership - Recruitment	Membership - Recruitment					
Planners of "Other" Associations	Email	Once Quarterly	Membership - Recruitment	Membership - Recruitment	N/A				
	Call	1 week post email	Membership - Recruitment	Membership - Recruitment	N/A				
Corporate Meeting Planners	Email Inviting to Planner Bootcamp	Oct-Feb	Education	Website/Social Media/Member Recruitment	N/A				
Tradeshaw Contacts	Email	1 week post event	Membership - Recruitment	Membership - Recruitment	N/A				
Affiliate/Subscriber Members	Conversation Email	Ongoing	Individual Membership - Recruitment	All Membership - Recruitment	N/A				
Expired Members	Call	<60 Days Past Due	Membership - Retention	Membership - Retention	2 calls to member at 1 and 2 months after expiration	MPI Member Engagement Team		MPI Member Engagement Team	
	Email	N/A			4 emails sent at 1, 2, 6 and 12 months	MPI Member Engagement		MPI Member Engagement Team	





# SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

	Mail	N/A		after expiration 1 postcard mailed at 4 months after expiration	Team MPI Member Engagement Team	MPI Member Engagement Team
--	------	-----	--	--	--	-------------------------------

		Process to be created		Process to be reviewed		Process is being implemented	
		Key:		MPI Global			
		MPI [CHAPTER]		MPI Global			
Membership Target	Activity	Timeframe	Content Owner	Implementation Owner	Timeframe	Content Owner	Implementation Owner
Retention/Engagement	New Member	Call	Within 14 Days of Joining	Membership - Retention	New Member Orientation conference call within the first month	MPI Member Engagement Team	MPI Member Engagement Team
		Email	60-90 Days After Joining	Membership - Retention	Welcome email with receipt, ID, and member certificate	MPI Member Engagement Team	MPI Member Engagement Team
Member Renewal / Customer Service		Call	9 Mo - 1 Yr After Joining	Membership - Retention	1 call during month 12	MPI Member Engagement Team	MPI Member Engagement Team
		Email	N/A		3 emails at 30 and 60 days prior to expiration and notice of expiration during month 12	MPI Member Engagement Team	MPI Member Engagement Team
Member Engagement		Call	N/A		3 calls at 3, 6 and 9 months	MPI Member Engagement Team	MPI Member Engagement Team
		Email	8 Mo After Joining - Thank you for being a member Email Signed by BOB	President	N/A		



## RECRUITMENT

### Target Market: General Prospective Members

The way you present the Chapter on your website and how you sell the value of membership will have a direct impact on your recruitment efforts.

#### Marketing Channels & Timeframe

##### Website – Member Benefits

**\*NEW CONTENT IS CURRENTLY BEING CREATED BY MEMBERSHIP RECRUITMENT CHAIR\***

##### **Join MPI Sacramento/Sierra Nevada - We help you benefit from change!**

Helping you keep up with and benefit from the rapid changes taking place in the world is what MPI membership is all about. As the largest association of meeting professionals, with more than 20,000 members in 67 countries, MPI assists you by keeping you updated on the dramatic changes taking place in the meeting industry.

Whether you are a meeting planner or supplier, MPI is passionately committed to helping you enhance your professional growth while saving you valuable time and money by offering superior educational programs, timely and topical communication, extensive resources, professional interaction and exclusive discounts. To [join online](#) or for more information on these and other great benefits of MPI membership, please visit MPI International.

##### Website – Join MPI SSN

**\*NEW CONTENT IS CURRENTLY BEING CREATED BY MEMBERSHIP RECRUITMENT CHAIR\***

MPI Sacramento/Sierra Nevada, please complete the Membership Interest Form below. A Chapter representative will contact you to assist you with the member application process.

Are you interested in becoming an affiliate member with MPISSN? [CLICK HERE](#) for more information.

Thank you for taking the time to visit MPI. We look forward to welcoming you into our MPI family in the greater Sacramento/Northern Nevada region.

----- YOUR INFORMATION -----

- First Name
- Last Name
- Company
- Title
- Email
- Phone
- Subject
- Additional Comments



## RECRUITMENT

### Target Market: Non-Member Event Attendees

Non-member event attendees represent a recruitment opportunity. This target market includes prospective members interested in learning more about MPI, guests of current members, or employees from one of the sponsoring companies

#### Marketing Channels & Timeframe

##### Email:

- **Content:** The email message below is to be sent by a Membership Committee Member. If using your work email signature, please include your committee role/title as well so the prospective member is not confused.
- **Timeframe:** *Chapter Administrator to email non-member contact information within 72 hours of event. Membership to email contacts within 1 week post event.*

**\*NEW CONTENT IS CURRENTLY BEING CREATED BY MEMBERSHIP RECRUITMENT CHAIR\***

#### Distribution List

- *All non-member event attendees will be added to the Chapter distribution list*



## RECRUITMENT

### Target Market: Tradeshow Contacts

Developing partnership agreements with other associations/conferences in your area to receive a tradeshow booth in exchange for promoting the event is a great way to expand your chapter's reach for recruitment efforts. Follow up emails and phone calls to the prospective members met at the event should ideally be made within 2 weeks of introduction.

#### Marketing Channels & Timeframe

**Identified Opportunities:** CalSAE's Seasonal Spectacular, Assn Swings Golf Tournament

**Onsite Materials:**

- Membership Applications, Current Campaign Fliers, Chapter Business Cards, Giveaway or Interactive Item

**Email:**

- **Content:** The email message below is to be sent by a Membership Committee Member. If using your work email signature, please include your committee role/title as well so the prospective member is not confused.

**\*NEW CONTENT IS CURRENTLY BEING CREATED BY MEMBERSHIP RECRUITMENT CHAIR\***

- **Timeframe:** *No later than 1 weeks post show.*

**Call:**

- **Content:**

Hello (insert name),

This is (insert name) calling on behalf of MPI Sacramento Sierra Nevada. You stopped by our booth/hole last week at (insert event name). I sent you an email a couple of days ago but wanted to follow up with a phone call to share with you more about the how joining MPISSN has really benefitted me both personally and professionally.

Please give me a call at (insert phone number) or replay to my email from (insert day email was sent).

I hope to chat with you soon.

Thank you.

- **Timeframe:** *No later than 2 weeks post show.*

#### Distribution List

- All "tradeshow" contacts will be added to the Chapter distribution list



## RECRUITMENT

### Target Market: Prospective Affiliate/Subscriber Members

Members of other MPI chapters interested in connecting with your community's members, knowledge and opportunities may be eligible for an Affiliate Membership. Affiliate Memberships are managed solely by the chapter.

One option for obtaining a list of prospective Affiliate Members is to exchange mailing lists with another MPI chapter. Both organizations can then send a message to the supplier members promoting the Affiliate Membership.

#### Marketing Channels & Timeframe

##### Email:

- **Content:** The email message below is to be sent by a Membership Committee Member. If using your work email signature, please include your committee role/title as well so the prospective member is not confused.

**\*NEW CONTENT IS CURRENTLY BEING CREATED BY MEMBERSHIP RECRUITMENT CHAIR\***

- **Timeframe:** Ongoing

##### Webpage:

Are you looking to increase your return on your MPI Membership?  
 Have you considered joining the Sacramento/Sierra Nevada Chapter of MPI as an Affiliate Member?  
 If you are a current member of MPI and are looking for an opportunity to engage with over 200 members of the Sacramento/Sierra Nevada, the most effective and least expensive way is through our Affiliate Membership.  
 Affiliate Membership is only \$75 annually (effective on the date of acceptance) and includes:

- Invitations to all our educational and social events
- Our Annual Membership Directory
- An online listing and access to the "Members Only" section of [www.mpissn.org](http://www.mpissn.org).
- Our quarterly newsletter - Connect – And all Chapter updates
- Advertising and sponsorship opportunities

MPI Sacramento/Sierra Nevada Chapter's commitment to excellence is exemplified by providing the opportunity to experience firsthand innovations in meeting design, delivery, education and professional development. We look forward to having you on board!



## RECRUITMENT

### Target Market: Expired Members

Members who allow their membership to expire at one point believed in the value of MPI. The goal of maintaining a connection to this group is to help show the value membership can provide and identify what the member might have missed the first time around. Data shows that associations with a high renewal rate do not stop contacting members in their renewal efforts.

#### Marketing Channels & Timeframe

**Call:**

- **Content:**

Hello (insert name),

This is (insert name) calling on behalf of MPI Sacramento Sierra Nevada. I noticed that you have not renewed your membership and wanted to let you know that you will be officially dropped on (Insert drop date).

(Look at 9 Month Call Results)

Please give me a call at (insert phone number) or replay to my email from (insert day email was sent).

I hope to chat with you soon.

Thank you.

- **Timeframe:** Less than 60 days past renewal date

#### Distribution List

- *All expired members will remain on the Chapter distribution list*



## MEMBER ONBOARDING

### Target Market: New/Affiliate Members

Once a member joins, it is vital to welcome them into the organization, provide a roadmap for navigating the chapter's activities and opportunities, and ensure they become engaged. If this happens, the likelihood of a new member renewing their membership in one year is greatly increased.

#### Marketing Channels & Timeframe

##### Introductory Call:

- **Content:** Assigning ambassadors to help new members navigate their way through the chapter will increase the probability of renewal.
- **Timeframe:** *Membership Committee Ambassadors to call new members within the first 14 days of joining.*

#### \*NEW CONTENT IS CURRENTLY BEING CREATED BY MEMBERSHIP RETENTION CHAIR\*

##### Will Include:

Welcome call from MPISSN. Invite member to next chapter event and ask following questions:

1. Why did you join MPI SSN?
2. Do you want to engage the chapter at a higher level (committees/volunteerism)?

##### Follow up Email:

- **Content:** Welcome messages should assist the member with navigating their way through the Chapter. Identify the various ways the new member can get involved and gain the most out of their membership.
- **Timeframe:** *Immediately after introductory call is made*

#### \*NEW CONTENT IS CURRENTLY BEING CREATED BY MEMBERSHIP RETENTION CHAIR\*

Follow up email to provide new member orientation resources/materials such as:

- Membership Video from MPI Global
- Certificate for \$50.00 off membership referral program
- CMP Study Group Information
- MPI SSN Signature Badge

#### Webpage (dedicated to new members)

#### \*NEW CONTENT IS CURRENTLY BEING CREATED BY MEMBERSHIP RETENTION CHAIR\*

Follow up email to provide new member orientation resources/materials such as:

- Membership Video from MPI Global
- Certificate for \$50.00 off membership referral program
- CMP Study Group Information
- MPI SSN Signature Badge



## RETENTION

### Target Market: Member Renewal

Membership renewal reminders are managed primarily by the MPI Member Care team with a mailed invoice, email reminders and phone calls. Work with your Member Care Representative to determine when in the renewal process a chapter touch point may have the greatest impact.

#### Marketing Channels & Timeframe

##### Email: Reminder

- **Content:** Develop a renewal reminder message that highlights the benefits of memberships and reminds the members of the various ways to enhance their member experience.
- **Timeframe:** NA

**Subject:** Membership Renewal Reminder

HQ to send Reminder emails: Chapter Retention Team will make personal (not scripted) targeted phone calls – see below.

##### Call: Customer Service Focus

- **Content:** One option for a retention outreach effort is to focus on gauging the engagement and satisfaction of the member instead of solely attempting to remind the member to renew.

##### At 6 Months:

Personalized call from Member Retention Team to focus on these topics:

- Future Topics/Speaker recommendations for education sessions
- Surveying MPI SSN's status of meeting the needs of member

##### At 9 Months – Year:

Personalized call from Member Retention team for renewal effort. Execute personal survey for following questions:

- Are the goals of your membership being achieved
- If no, how can we help you achieve those goals?
- Will you be renewing your membership?
- If no, why not?
- Would you recommend MPISSN membership to others?
- If no, why not?

- **Timeframe:** At 6 months and 9 months.





# Onboarding Plan

**Target Market: All First Year Members**

Time Frame	MPI Global	Chapter
<b>Day One</b>	Welcome email and receipt received from MPI Global	Auto email to Chapter Administrator from MPI Member Care to notify them of new member joining with contact information immediately after application is processed
<b>First 14 Days</b>		<p>Welcome call from MPISSN. Invite member to next chapter event and ask following questions:</p> <ol style="list-style-type: none"> <li>1. Why did you join MPI SSN?</li> <li>2. Do you want to engage the chapter at a higher level (committees/volunteerism)?</li> </ol> <p>Follow up email to provide new member orientation resources/materials such as:</p> <ul style="list-style-type: none"> <li>• Membership Video from MPI Global</li> <li>• Certificate for \$50.00 off membership referral program</li> <li>• CMP Study Group Information</li> <li>• MPI SSN Signature Badge</li> </ul>
<b>Within 30 Days</b>	New Member Certificate emailed by MPI Global	
<b>60 - 90 Days</b>	Quarterly MPI Global New Member Orientation calls available the 1st Friday of every month from 1 – 1:15 PM CST	<ul style="list-style-type: none"> <li>• Email from Retention Team checking in with new member. Providing personal touch and reminding member of next event/meeting.</li> </ul>
<b>6 Months</b>	Follow up email and 6 month renewal survey go out from MPI Global	<p>Personalized call from Member Retention Team to focus on these topics:</p> <ul style="list-style-type: none"> <li>• Future Topics/Speaker recommendations for education sessions</li> <li>• Surveying MPI SSN's status of meeting the needs of member</li> </ul>
<b>8 Months</b>		Thank you for being a member email



# SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

		signed by current BOD.
<b>9 Months - 1 year</b>	MPI Global renewal process begins with a series of calls, invoice mailings and email reminders. This is an ongoing process based on member needs during the 90 days.	<p>Personalized call from Member Retention team for renewal effort. Execute personal survey for following questions:</p> <ul style="list-style-type: none"> <li>• Are the goals of your membership being achieved</li> <li>• If no, how can we help you achieve those goals?</li> <li>• Will you be renewing your membership?</li> <li>• If no, why not?</li> <li>• Would you recommend MPISN membership to others?</li> <li>• If no, why not?</li> </ul> <p>MAKE THIS MOR OF A CONVERSATION WHERE THE QUESTIONS WILL BE WORKED INTO IT.</p>
<b>1 year</b>	Thank you email from MPI Global for renewing.	Chapter President handwritten "Thank you for renewing" note is sent to one-year members.
<b>1-2 Years</b>		Recommended local chapter membership retention plan in place to continue with member touch points

**Please Note:**

- Membership Retention Chair to "pull" weekly New Member Report for usage of onboarding plan
- Membership Retention team to log call/email results in Google Drive Excel Spreadsheet tracking progress for MPI SSN Board/VP of Membership
- Resources Email to be drafted and approved by Membership Recruitment and Membership Retention Chairs