

OFFICERS AND BOARD OF DIRECTORS

The Board of Directors is the governing body of the Chapter, with parameters and limits of authority as outlined in the Chapter bylaws. The Board of Directors is empowered with the supervision of the Chapter.

All Board Members are expected to attend all board meetings and Chapter events. It is their responsibility to develop committees of enthusiastic and involved volunteers to ensure the growth and development of all aspects of the Chapter.

All Board positions are elected positions. It is recommended that nominations are submitted to Immediate Past President as Chair of the Nominations committee and that elections be held in the late fall with installation of new officers and board members taking place in November or December. The term of office will run from January 1 to December 31 and coincide with the Chapter financial year which is also January 1 to December 31.

The Executive Committee is made up of the officers of the Chapter. The following is the recommended Chapter leadership:

Officers

- President
- President-Elect
- Vice President-Programs and Education
- Vice President-Membership
- Immediate Past President
- Secretary/Treasurer (Combined Role)
- Treasurer

Board Members

- Board Member-Communications/Newsletter
- Board Member-Fundraising
- Board Member-Hospitality
- Board Member-International Programs
- Board Member-Logistics/Administration
- Board Member-At Large

Responsibilities:

President

The President is the Chief Executive Officer of the Chapter, and in accordance with Chapter bylaws is responsible for the following:

- Creates the agenda for and presides over all Board of Directors meetings.
- Presides over all Chapter meetings.
- Serves as ex-officio member of all committees.
- Appoints committee chairpersons with majority approval of Board of Directors.
- Represents or designates Chapter representatives at civic, public and /or industry events.
- Serves as a member of the House of Delegates of HSMIAI.
- Assures that HSMIAI headquarters is kept informed about major Chapter activities or issues.
- Presents a written report at the Chapter annual meeting covering the year's activities, sending a copy to HSMIAI headquarters.
- Attends all HSMIAI leadership and annual meetings during which the Chapter Presidents are involved in HSMIAI governance activities.
- Makes appointments to fill any Chapter leadership vacancies with the majority approval of the Board of Directors.

President-Elect

If the President is unable to act, the President-Elect performs the duties of the President, with full authority to do so.

- Attends all business meetings and Board of Directors meetings of the Chapter.
- The President Elect will attend HSMIAI leadership meetings in the event the President is unable to attend.
- Serves as a chairperson of a committee designated by the President.

Vice President-Programs and Education

- Chairs committee responsible for delivering meaningful programs and educational experiences.
- Researches all other related associations meeting dates at the beginning of the year to ensure no major conflicts that might impact attendance.
- Secures speakers/presenters for a minimum of four significant educational programs per year.
- Works with fund raising to schedule two fund raising events per year.
- Interacts with HSMAI Headquarters to present International programs as they become available.
- Ensures presentations at all other Chapter meetings are timely and well presented.
- Aggressively markets all programs through the Chapter newsletter, announcements in advance at meetings and through direct mail.
- Works with Logistics regarding appropriate locations and dates for all programs/events.

Vice President-Membership

- Chairs committee responsible for membership growth and retention.
- Carefully monitors HSMAI Membership Reports and keeps the chapter membership roster updated.
- Maintains a current prospective member list.
- Promotes HSMAI Membership Campaign
- Conducts membership drives using sales blitzes, direct mail campaigns and other efforts to create new members in HSMAI.
- Maintains statistics on percent of retention and number of new members.
- Creates an annual membership directory for distribution to all members and to the membership of customer organizations.

Secretary

- Attends all business meetings of the Chapter and of the Board of Directors.
- Maintains meeting minutes of all Board of Directors meetings.

- Distributes meeting minutes to all Board members within one week of the meeting.
- Maintains Chapter bylaws, chairs bylaws committee.
- Notifies officers or chairpersons concerning actions required by Chapter or Board decisions as recorded in the minutes.
- Sends HSMAI headquarters a list of Chapter officers immediately following elections.
- Reports changes in affiliations and addresses of Chapter officers to HSMAI headquarters as soon as such changes occur.
- Collects and organizes all information required for the Chapter of the Year competition.
- Assists Hospitality with registration and collection of funds at each Chapter event.

Treasurer

- Attends all business meetings and Board of Directors' meetings.
- Maintains all finances and financial records for the Chapter.
- Receives all funds and deposits then in accordance with the provisions in the Chapter bylaws.
- Sees that authorized signature(s) are in file with the Chapter's banks.
- Pays by check all properly approved bills submitted by the chairpersons of committees in accordance with the approved budget and in accordance with check signing and issuance procedures.
- Prepares an annual budget in coordination with and through direction of the Board of Directors and presents for approval.
- Creates a monthly financial report for presentation to the Board of Directors and inclusion in the newsletter.
- Prepares a six-month and year-end financial statement for Board approval and submission to HSMAI headquarters, as required. (See Sample Chapter Financial Reports.)
- Maintains accurate membership roster in conjunction with the Vice President-Membership and the membership committee and reconciles with the roster and funds received from HSMAI headquarters.
- Files any necessary tax returns for the Chapter.
- Assists Hospitality with registration and collection of funds at each Chapter event.
- Promptly bills no-shows at Chapter events.

Immediate Past President

- Chairs the Nominating Committee.
- Serves in an advisory capacity to the President and the Board of Directors.
- Assists in identifying and developing new Chapter leadership.
- Assists in the development of educational programs.
- Assists in building the image of the Chapter in the local business community.

Board Member-Communications/Newsletter

- Chairs committee responsible for public relations, communications and the Chapter newsletter.
- Ensures that pertinent news and information from the Chapter, HSMAI headquarters and a calendar of upcoming events with dates, location, times and costs is included in the Chapter newsletter.
- Works with the printer/typesetter to ensure a timely, high quality newsletter product.
- Ensures distribution of the newsletter to the Chapter mailing list. The mailing list is suggested to include all HSMAI members of the Chapter, general managers, owners and managers of hospitality related businesses, the HSMAI Board of Directors, HSMAI headquarters staff, the local hotel association and other local organizations such as MPI, ASAE, the convention and visitors bureau, etc.
- Sells advertising space to offset the cost of the newsletter.
- Ensures a minimum of four newsletters and preferably no less than six newsletters are published annually.
- Keeps HSMAI Headquarters informed of significant accomplishments by the Chapter or individual Chapter members.
- Develops a positive presence and image for the Chapter within the hospitality community as well as the wider publics within the community.

Board Member-Fundraising

- Chairs the committee responsible for fund raising for the Chapter.
- Responsible for the sale of raffle tickets at each Chapter event to provide an ongoing source of revenue for educational programs, supporting local charitable causes and the HSMIAI Foundation.
- Solicits donations of raffle prizes from members and hospitality partners.
- Ensures recognition is provided to those organizations who donated prizes.
- Works closely with the Vice President-Programs and Logistics to develop, market and produce two fund raising events each calendar year. It is suggested that one fundraiser benefit the HSMIAI Foundation and the other to provide funds for scholarship programs, educational programs or community donations.
- Works closely with the Board member responsible for International programs to coordinate a fund raising event for the HSMIAI Foundation.

Board Member-Hospitality

- Chairs the hospitality committee.
- Organizes phone call program in advance of all Chapter events to obtain RSVP's, provide additional information and reminders of the event.
- Provides an environment at all Chapter events to help make the participants feel welcome and comfortable.
- Staffs the registration desk at all Chapter events. Welcomes new members and guests. Assists the Chapter secretary with registration and the treasurer with collection of funds at all events.
- Maintains Chapter name badges or ensures that all attendees have a name tag upon arrival at a Chapter event.

Board Member-HSMIAI International Programs

- Chairs the committee to build knowledge and awareness of HSMIAI International programs.
- Maintains a close working relationship with HSMIAI Headquarters staff to maintain a thorough knowledge of all International programs available to the Chapter.

- Promotes the CHME program. Schedules study groups and arranges for exams.
- Maintains liaison with the HSMIAI Foundation and communicates foundation programs to the Chapter.
- Works with fund raising to hold a Foundation fundraiser annually.
- Collects all information needed to submit the Chapter's entry into the HSMIAI Frank W. Berkman Chapter of the Year Award competition and the Best of the Best Award competition.
- Maintains the HSMIAI Foundation library.

Board Member-Logistics

- Works with the Vice President-Programs to determine dates of all programs and events.
- Negotiates with meeting and event sites to obtain the best possible price, trade outs, arrangements, etc. It is suggested that a standard pricing format be used for breakfasts, lunches and dinners.
- Approves menus and all other arrangements pertinent to each event.
- Uses creative approaches to provided "Wow" at every HSMIAI event.
- Arrives at event site a minimum of one hour in advance to ensure all arrangements are complete.
- Coordinates with Programs to ensure all A/V arrangements are handled.
- Provides guarantees for all events needing guarantees.
- Works closely with the event site throughout the event to ensure service is efficient, so programs can begin and end on time.
- Ensures that all suppliers are recognized during welcoming remarks and again through the newsletter.

Board Member at Large

- Assigned to special projects by the President.

TYPICAL CHAPTER COMMITTEES

Listed below are typical examples of committees in operation at many HSMIAI Chapters. You are not limited to these committees, but should give serious consideration to having these units within your program of work. The work they do is consistent with the most classic HSMIAI functions and activities.

Nominating Committee: Chaired by the Immediate Past Chapter President or a former Chapter President, the nominating committee develops a slate of candidates to be presented to the membership for Chapter offices. See bylaws for operating criteria and calendar of activities for timing of committee functions.

Newsletter Committee: Should be chaired by the Board Member Communications, assisted by someone with communication skills, graphic arts talent or access to those who can provide it. This committee is responsible for gathering information, writing and producing the newsletter periodically.

CHME Committee: Should be chaired by someone holding a CHME designation, if possible. Responsible for creating awareness of the Certified Hospitality Marketing Executive designation, enlisting candidates, and scheduling an examination with proctors in coordination with HSMIAI headquarters.

Finance/Budget Committee: Should be chaired by the Treasurer and is responsible for development of budget and periodic financial reports for presentation to the Board. Should present reports to an Audit Committee for periodic review. See “Sample Chapter Financial Reports”.

Membership Committee: Should be chaired by the Vice President-Membership and is responsible for membership growth and retention. Should conduct prospective member functions, membership sales blitzes, direct mail campaigns and other efforts to create awareness of and memberships in HSMIAI.

Programs/Education Committee: Should be chaired by the Vice President-Programs/Education and is responsible for evaluating member needs and interests, designing periodic Chapter events that address those needs, securing proper speakers and materials and promoting educational events and special programs to HSMIAI members as well as to non-members as a member recruitment tool.

Bylaws Committee: Should be chaired by the Chapter Secretary and is responsible for continuously reviewing Chapter bylaws, to assure that Chapter activities are within the

purview of bylaws and that bylaws reflect contemporary Chapter needs, legal requirements and the HSMAI Charter agreement. This committee also drafts amendments to bylaws at the request of the Chapter leadership, submits such amendments to HSMAI Chapter Relations Office for approval and oversees voting process on amendments to make certain it is within parameters of bylaws.

Frank W. Berkman Chapter of the Year Award and Best of the Best Chapter Award Program: Should be chaired by Board Member-HSMAI International Programs and is responsible for monitoring Chapter Activities, recording and collecting materials relative to Chapter programs and submitting HSMAI Chapter Award entries to the Chapter Relations Office. The committee will present, for the board's approval, which Chapter Award category ('s) it will enter.

Other Chapter Committees: (Add your additional description here.)