

General Guidelines

Every Board Member is expected to:

- Conduct regular committee member meetings.
- Find committee members, set roles, monitor committee activities and set tasks and priorities.
- Lead succession planning for your role.
- Assist in membership recruitment and retention efforts.
- Complete appropriate training as defined by the Executive Committee to fill your role.
- Attend our strategic planning session and annual kick-off meeting.
- Every Committee Chair will submit:
 - A plan for their committee's annual goals to the President.
 - Summation of committee's monthly activities to the President.

You may serve on multiple committees, and you may also chair a committee while serving as vice chair on another. Sign up as many times as you like!

Not ready for the Board of Directors? Join a committee! The people are great. The time commitment is nominal...and, it's fun!

Committees include:

- Award Program Committee
- Membership Committee
- Program and Logistics Committee
- Marketing and Communications Committee
- Sponsorship Committee
- Special Programs Committee

For more information, please contact the current Committee Chair. Contact information is provided online.

www.smpswisconsin.org



Society for Marketing Professional Services
Wisconsin Chapter

President-Elect - Justin Juley
Phone: (414) 704-1115
E-mail: jjuley@hntb.com

www.smpswisconsin.org

Ready to be a leader?

SMPS Wisconsin offers a great deal to its membership, and none more rewarding than leadership. By joining the Board or a committee you have the opportunity to shape the education, events, and all that SMPS Wisconsin offers. In addition, you will meet some fantastic professionals in the industry.

Besides all that, taking on a leadership role within the organization is fun! We have parties, share stories, laugh a lot, and learn so much from each other.

If you want to get all you can from your SMPS Wisconsin membership...Get involved! Join a committee or run for the Board of Directors.

**Call for Nominations begins February 19th
and lasts through March 12th.**



How to become an SMPS leader

To join the Board of Directors, contact President-Elect Justin Juley (jjuley@hntb.com or 414-704-1115) and indicate what role you are interested in before March 12, 2010.

To become a Committee Member, contact the Committee Chair or the president. If you are willing to volunteer – SMPS is the place for you! Contact information is available online at www.smpswisconsin.org/committee.html.

Benefits of Leadership

You will gain more from your membership in SMPS Wisconsin by the increased networking and leadership opportunities, which allows for increased professional development and peer recognition.

In addition:

- Board Members may accept one free standard program registration in exchange for hosting and assisting with that program.
- President-Elect may accept a Chapter match to what National offers to attend Presidents' Leadership Symposium or free registration to a Regional Conference co-hosted by SMPS Wisconsin.
- President may accept free registration to the SMPS National Conference.

SMPS Wisconsin Board Positions

President – Executive Committee Chair

- Oversee the leadership of the SMPS Wisconsin chapter.
- Find and prepare potential President-Elect to take leadership.
- Encourage leadership within membership.
- Guide, support and problem-solve with all Board Members, Committee Chairs, and subcommittee leadership for SMPS Wisconsin.
- Official spokesperson of organization and liaison to SMPS National.
- Serve on both Finance and Nominations and Elections Committees.

Vice President (President-Elect)

- Lead annual strategic planning session.
- Chair of the Nominations and Elections Committee, and member of Executive, Finance, and Special Programs Committees.
- Lead Regional Conference efforts on behalf of the chapter.
- Work with President to prepare to take that role in future. Provide back-up for anything that is the responsibility of the President.
- Lead and coordinate training for Board Members, including Cvent.

Immediate Past President

- Serve as an adviser to the President and member of Executive Committee.
- Committee Chair for Special Projects. This committee may select to champion project(s) of their choice for the year which may include:
 - Community project
 - Outreach – liaison to university marketing and communication departments
 - Charity program
 - Young Marketers Forum and/or Bootcamp
 - Internship program
 - CPSM study group
 - Chapter strategic marketing plan
- Assist as needed based on knowledge and needs of the chapter.

Secretary–Treasurer

- Chair the Finance Committee, and member of Executive and Sponsorship Committees.
- Create and maintain annual chapter budget, and any components of that budget such as programs and other events.
- Create and distribute meeting minutes and financial reports.
- Maintain financial account which includes invoicing, deposits, CD.
- File annual audit and taxes and recommend investment options for the chapter.
- Review all chapter contracts, agreements, and other binding documents.
- Update the Chapter *Policy and Procedure Manual*.

Awards Program Director

- Refine award program and event, including coordinating judging and promoting the award program.
- Manage award program and event, including logistics, coordinating judging and promoting the award program.
- Pursue SMPS National awards on behalf of the chapter and chapter leadership, as eligible.

Membership Director

- Retention and recruitment program development and implementation, including providing National materials to prospects.
- Identify new member activities and member services.
- Work with Logistics and Programming to develop recruitment events.
- Update and maintain mailing list of members and prospects.
- Provide event greeters at various events.
- Welcome in new members and promote membership opportunities.

Program Director

- Identify programs and locate speakers for monthly luncheons and any other applicable chapter events.
- Co-create event registration pages and conduct post-event surveys.
- Co-develop joint programs with allied organizations.
- Co-chair the Program and Logistics Committee.
- Identifying long-range educational and program goals.
- Find and lead the Speaker Ambassador team.
- Write and develop marketing piece for each programming event, including speaker biography, topic description and input into newsletter articles.
- Implement CEU program.

Logistics Director

- Make arrangements and negotiate with venues for all events of the organization. This includes location, registration, food service, fees, etc.
- Co-create event registration pages and conduct post-event surveys.
- Co-develop joint programs with allied organizations.
- Co-chair the Program and Logistics Committee.
- Act as an event host, help with event set up and assist with any on site needs.

Marketing & Communications Director

- Lead all communications efforts which will include the newsletter, Web site, event and program e-marketing, public and media relations, social media, etc.
- Develop and refine chapter branding strategies.
- Manage Job Bank.
- Conduct semi-annual chapter member surveys.
- Chapter liaison with other allied organizations and media.

Sponsorship Director

- Define and manage sponsorship program(s), including development of sponsorship levels and budget expectations.
- Obtain sponsor funds as set by chapter and events goals.
- Fulfill sponsorship agreements with sponsors.
- Liaison to sponsors during all chapter activities.

