

# CHAPTER OFFICER POSITION DESCRIPTIONS

## Vice President, Programs

### BASIC ROLE

This individual is responsible for planning and coordinating a series of high quality general membership meetings for the chapter.

### Specific Responsibilities

- Determine with your Board the number of presentations to be held during the year.
- Determine which meetings are to include a meal (breakfast, lunch, dinner) and/or a reception.
- Decide which meetings will have a special focus such as Membership night, Golf Tournaments, Casino Night, etc.
- Based on any membership surveys that you may have conducted and other input, select the topics that will be presented at each meeting.
- Secure speakers for each meeting and keep them informed about the audience they will be addressing.
- If there are any materials to be distributed, obtain them from the speaker and provide for duplication and distribution.
- Work closely with your Treasurer to develop a budget for the general membership meetings and monitor the related expenses.
- Select meeting space and work with the facility on the details of the meeting including meals, AV, setup, etc.
- Provide the person who will be coordinating the program with all of the appropriate marketing information on the program. Ideally, this is six weeks before the date of the presentation.
- In your chapter newsletter, be sure to plan an announcement prior to the program and a summary after the presentation to share its success with the members.
- As needed, attend and report to your chapter Board on the status/success of your programs.

### General Membership Meetings

General membership meetings are the most popular format used by the chapters of CLCA. They combine a technical or informational presentation of less than an hour with the opportunity to network with others. These meetings are usually coordinated by the Programs Committee.

These programs are designed for all experience and functional levels of membership. The topic can certainly be focused on a single area of landscaping but generally will appeal to a majority of members. New regulations, hot topics in the profession, and important local issues are popular.

- Speakers should be knowledgeable about the subject matter and have excellent presentation skills with a large audience. The topic could be presented by an individual or a panel of presenters. Q & A periods are useful at the end of the meeting to summarize the information.
- Handouts are preferable but they can be in outline format and be supplemented with relevant articles.
- Networking can take place before the meeting at a reception or during the meal. You need to experiment with having breakfast, lunch, and dinner meetings to determine what is best for your chapter. Some chapters have also been successful having the technical program first followed by a reception and hors d'oeuvres instead of a full meal. This keeps the per person cost down and reduces the time commitment. Another alternative is to set the registration fee to allow the individual to choose the combination that is best for them - e. g. technical program only at \$15, or program and dinner at \$35.
- Special Nights can be combined in the general membership meeting format such as Past Presidents' Night, Membership Night, etc.

The general membership meetings should be your most highly attended program. Meeting Notices should be sent to all members well in advance of the meeting (at least 3 weeks). A non-member mailing list should be maintained that includes prospects. Attendance at relevant programs, even at a slightly higher non-member fee, is the best way to interest them in CLCA membership.

## KICK-OFF MEETING (1<sup>ST</sup> MEETING OF THE YEAR)

The Kick Off Meeting is a social event intended to 'kick-off' the new year for the Chapter. Keep this meeting fun and light.

### Timeline

Item	When/Weeks-Months Before Event
1. Budget Approval	Before January 1
2. Date Selection/PR	3 months
3. Venue Selection	3 months
4. Recruit Sponsors	3 months
5. Design/Approve Invitations/PR	2 months
6. Invitations Mailed	4 weeks
7. Review RSVP's	2 weeks
8. THE EVENT	

#### 1. Budget Approval Before January 1

The budget for this event should be reviewed and tentatively approved by the outgoing board's last monthly meeting. At that time the board will:

- Decide if event is to make money or break even
- Review sponsorship opportunities (please see Sponsorship section)
- Review budget for previous year's holiday party, if available
- Establish estimated expenses for current year's event
- Establish projected revenues for current year's event and sponsorships
- Determine pricing for tickets
- Determine who will get comp tickets (i.e., CLCA State Reps, Chapter President, etc.)

*NOTE: If you have a sponsorship program (please see Sponsorship section) you may have money available to underwrite a portion of your costs.*

#### 2. Date Selection/PR 3 months

The Kick Off Meeting is usually scheduled for sometime early in the calendar year: mid to late January or February.

#### 3. Venue Selection 3 months

Selecting the right venue can make the difference between having a successful event or not. Remember, this is meant to be a light, fun meeting. Things to think about are:

- What meal will you be serving - lunch, dinner, appetizers? Will it be a sit down meal, buffet or will you have a happy hour?
- Will there be opportunity and room for members to network? If you're having a sit down dinner, consider having a no-host bar

for at least an hour prior to beginning your event.

- Buffets provide ample opportunities for networking. An evening of appetizers and drinks also works well.
- Will you have music? Dancing? Can your venue accommodate the entertainment?
- Is there ample parking? Do you need valet parking?

*IDEA: If you have a small chapter, consider joining efforts with an adjacent chapter to create a larger group.*

#### 4. Design/Approve Invitations/PR 3 months

- Consider using a template for your invitations that can be reused every year.
- Consider giving discounts to early bird RSVP's
- State clearly on the invitation your policy for late RSVP's and drop-ins
- Have an article announcing the event in your chapter newsletter including date, time and venue

#### 5. Recruit Sponsors 3 months

The Committee Member in charge of sponsorships writes letters to potential sponsors. Letters should clearly state sponsorship levels and what they include. (See Sponsorship section for more information.)

#### 6. Invitations Mailed 4 weeks

*IDEA: Given enough notice, many State representatives will attend other chapter events and lend support. Invite them early (and comp. them, of course!). Board members: at the event, introduce State representatives to local members.*

#### 7. Review RSVP's 3 weeks

The committee member receiving RSVP's creates a form to be used at the event to check people in. It should include: name, company, how much is owed or has been paid. This form and the checks can then be turned over to the Treasurer.

*IDEA: If you haven't received an adequate number of responses, send out a broadcast fax to the membership reminding them to respond. If broadcast faxing is not feasible, set up a phone tree and ask Board members to call members who have not responded.*

#### 8. THE EVENT

*Registration:*

The registration table has at least 2 people to check guests in and collect any money due.

*IDEA: Have Board members help at the registration desk and bar. Use the time to pay special attention to new members, potential members and sponsors.*

*Program:*

The evening begins with at least one hour of drinks and networking. When the meal is served (or if a buffet, when everyone is seated), the Chapter President welcomes guests, acknowledges sponsors and special guests. This is a good time to acknowledge any past Presidents in attendance. It's also a great venue to acknowledge any recent CLT's. The Chapter President then gives a preview of what's to come during the year.

*Debriefing:*

Committee members should hold a debriefing meeting no later than 2 weeks after the event to evaluate the success of the program and to discuss areas needing improvement.

#### **At Every Event**

- Have name badges (pre-printed if possible)
- Hang your sponsorship banner and/or acknowledge them in your printed material and at the event (see Sponsorship section for more details)
- Acknowledge state representatives and special guests