

**POLICY MANUAL
GREATER TALLAHASSEE ADVERTISING FEDERATION**

This policy manual for the Greater Tallahassee Advertising Federation has been prepared in order that you, as a Board Member, may have an informed understanding of certain policies, procedures, rules, and benefits. It is intended to be used as a reference aid for clarification and consistency in the implementation of policies, procedures, rules, and benefits. From this point forward, Greater Tallahassee Advertising Federation will be referred to as the "Federation" unless otherwise stated. Policies contained in this manual apply to all members, Board Members, Officers, and other representatives.

POLICY MANUAL

1. The policies, procedures, rules, and benefits contained in this Policy Manual supersede all previous policies, procedures, rules, and benefits of the Federation.
2. In addition, the policies, procedures, rules, and benefits in this Policy Manual will comply with Florida state laws, which prevail over any contrary provision contained in this manual.
3. All changes to the policies, procedures, rules, or benefits in this manual can only be made in writing by the Secretary with the approval of the Board of Directors and those changes will be in effect as of the date published. Approval may be from consent voiced verbally or electronically.
4. The Federation reserves the right to add, remove, or change any policies, procedures, rules, or benefits at any future time.

ORGANIZATION

1. The name of this organization is the Greater Tallahassee Advertising Federation, Inc. Referred to in this document as the Federation. The Federation is legally incorporated and registered with the Secretary of State in Florida as a non-profit Corporation. The Federation's territory is the area in and surrounding Tallahassee, Florida.
2. The Federation is a member of the 4th District American Advertising Federation (referred to in this document as 4th District AAF) and the American Advertising Federation (referred to in this document as National AAF).
3. The purpose of the Federation shall be as stated under Article II of the By-Laws.
4. The Federation operates under Robert's Rules of Order (Revised). The object of the parliamentary law is to provide a common formula or guide for conducting meetings and public gatherings.
5. The organization shall carry insurance policies that cover the Board of Directors (D&O Insurance) and club events (General Liability Insurance). A copy of each policy shall be provided to any member of the board upon his/her request.

BY-LAWS

1. Proposed changes or amendments to the By-Laws shall be presented to the Board of Directors at a regularly scheduled or specially called Board Meeting.
2. A special committee may be appointed by the President to study changes and propose changes to the Board of Directors. If recommended changes are amended and approved, then revisions will be made subsequent and updated copies of the By-Laws provided to each Director.
3. Changes and amendments to the By-Laws of the Federation may be made as outlined in Article XII of the By-Laws.

MEMBERSHIP & DUES

1. Classifications of Membership are as follows:

Active Member: Persons of good standing, residing in the general Tallahassee area, who are engaged in the buying, selling or creating of advertising, advertising-related education, or who are connected with a business closely related to advertising.

Associate Member: Persons whose business is located outside the general Tallahassee area which will be considered a distance in excess of 50 airline miles from Tallahassee and/or persons residing in the Tallahassee area who are not engaged in advertising or a related business, but who have a sincere interest in the activities of the organization, may apply for Associate Membership. Associate Members shall have all rights and privileges of Active Members except the right to vote or hold office.

Student Member: Students engaged in a course of study in advertising or a related field. Student Members shall have all rights and privileges of active members except the right to vote or hold office.

Corporate Member: Organization of good standing located in the general Tallahassee area who is engaged in the buying, selling or creating advertising, advertising-related education, or business closely related to advertising.

Life Member Status: Persons who have rendered extraordinary service to the Greater Tallahassee Advertising Federation. Life Members may be elected by the Board of Directors or by a two-thirds vote of the general membership present and voting at any regularly scheduled membership meeting. Life Members will be presented with a Life Membership Card and will retain full membership privileges.

Honorary Member: Persons who have distinguished themselves in the field of advertising. Honorary Members may be elected upon recommendation of the Board of Directors by two-thirds vote of the members at any regular membership meeting. Honorary Members shall not be eligible to vote or hold office unless they should also qualify as Active status.

2. The definition of good standing as used in the By-Laws and Policy Manual means that dues are required to be paid on January 31 and must be received by the Treasurer no later than 60 days after that date.
3. Dues for Active Members shall be \$90. Dues and initiation fees for members shall be established by the Board of Directors. Dues are payable in accordance with the calendar year and can be pro-rated to 50% after July of each year.
4. Corporate Membership Dues shall be \$120 and \$30 per person under corporate umbrella.
5. Dues invoice shall be mailed to members by the treasurer no later than December 31 to be due on January 31 of the following calendar year, payable no later than February 28 of that year.
6. An initiation fee of \$20 shall be applicable to all new members of the organization; regardless of the date membership is approved. The initiation fee is not subject to prorating. The initiation fee shall apply to any member who was forfeited membership under the provisions of Section 5 of this Article. The initiation fee shall not apply to individuals who are members under a Corporate Membership except in cases in which a Corporate Membership has been paid and an individual under that Corporate Membership forfeited membership under the provision of Section 5.
7. The initiation fee shall apply to new Corporate Memberships or shall apply in cases when a Corporate Membership has been forfeited under provisions of Section 5. The initiation fee shall not apply to Student Memberships.
8. At the option of the Board of Directors and with notification to the general membership, the cost of meals may be incorporated into the dues based on actual cost of meals rounded up to the nearest dollar. Actual cost of meals shall include tax and gratuities.

9. Dues for Associate Members shall be \$50.
10. Dues for Student Members shall be \$28.
11. Honorary and Life-Time Members shall not be required to pay dues or initiation fees. Life Members shall not pay dues.
12. Notice of dues owing shall be mailed to all members thirty (30) days prior to due date and shall be due and payable as of thirty (30) days following such notice date. Any member of the Federation whose dues have been in arrears for thirty (30) days shall be notified by the Treasurer. If dues are not paid within thirty (30) days of said notification, the delinquent member shall be suspended from membership and notified by mail of such action taken. If no dues payment is received by the club after thirty (30) days of the mailing of such suspension notice, said membership shall be forfeited.
13. Only those members whose dues are currently paid shall be entitled to vote or to hold position on the Board.
14. 4th District AAF and National AAF dues must be paid for each active member in accordance with guidelines established by those organizations.
15. Prospective member applications in the Active, Associate, and Student classifications must be endorsed by one (1) member in good standing and accompanied by payment of full membership dues prorated on the basis of 50% for each six (6) months of the fiscal year. Membership applications should be submitted to the Chairman of the Membership Committee.
16. An applicant may be challenged by any voting member of the board. In the event that a challenge is issued, a (confidential) assessment will be made by an Ad Hoc Committee comprised of the challenger and the Executive Committee.
17. In the event that a challenge is approved by the Ad Hoc Committee (detailed in Item #6), a certified letter shall be sent via the USPS to the applicant. This letter is an attachment of this manual and will reside with the President.

OFFICERS

1. The Officers of the Federation are President, President-Elect, Immediate Past-President, Vice President, Secretary and Treasurer. They have the responsibility of managing the operations and affairs of the Federation in compliance with the wishes of the Board of Directors and in accordance with the By-Laws and this Policy Manual.
2. All Officers must be members in good standing of the Federation.
3. Duties and responsibilities of Officers are as outlined in ATTACHMENT I – DUTIES AND RESPONSIBILITIES OF OFFICERS.
4. The Past Presidents Council will serve as ex-officio (non-voting) members and furthered detailed under Article V, Section 10 of the By-Laws.

BOARD OF DIRECTORS

1. Per Article V, Section 2 of the By-Laws, the Board of Directors shall consist of not less than 15 representatives (including Officers) who are members of the Federation. Voting members of the Board of Directors shall include: President, 1st Vice President, 2nd Vice President, Immediate Past President, Secretary, Treasurer, and all of other Directors.

2. Duties and Responsibilities of Board Members are as outlined in ATTACHMENT II – DUTIES AND RESPONSIBILITIES OF BOARD MEMBERS.
3. The Student Board Member will have no voting rights but will provide the Board of Directors with a liaison with students and will provide students with a voice on the Board.
4. Officers shall be elected for terms of one (1) year and Directors shall be elected for terms of two (2) years, with four (4) new directors being elected each year.
5. No more than three (3) representatives from any one firm shall serve on the Board of Directors or hold office during the same year.
6. Membership on the Board should not to exceed three (3) for each of the following categories: Advertising agencies, electronic media, print media and miscellaneous. The Miscellaneous category shall consist of representatives from such categories as printers, typesetters, paper suppliers, material suppliers, graphic arts, advertisers and any other individual or group having a bona fide interest in advertising.
7. Every Director upon selection shall have the responsibility to review the By-Laws, Policy Manual and other documents to fully understand the objectives of the Federation and his/her responsibilities as a Director. Each Director should periodically review these documents to be certain they are in keeping with changing social expectations and government regulations.
8. Each Director must consider individual public statements carefully because remarks may be taken as official policy. Only the President is considered the official spokesperson for the organization.
9. Directors will be encouraged to attend 4th District AAF meetings where possible.

NOMINATIONS

1. The Nominating Committee will be appointed and chaired by the Immediate Past-President. The committee will include the current President-Elect and at least two members in good standing who are not members of the Board of Directors.
2. The Nominating Committee should make every effort to secure sufficient representation from each category before the Board is requested to expand representation in a category.
3. A slate of Directors proposed by the Nominating Committee will be announced at the meeting prior to the Annual Meeting and distributed to the membership via electronic mail at least 3 weeks prior to Annual Meeting.
4. It is not required that the Nominating Committee recommend a full slate (filling all 15 slots) of proposed Board of Directors.
5. Further details regarding the nomination process of the Federation can be found in Articles X of the By-Laws.

ELECTIONS PROCEDURE

1. The ballot to be voted on at the Annual Meeting will include all qualified candidates who wish to present themselves for consideration.
2. The Nominating Committee will screen all candidates presenting themselves for consideration to ensure they meet the qualifications as outlined in the Policy Manual.
3. It will be strictly prohibited for any candidate or anyone on their behalf to campaign or spend money to garner votes.
4. Any officer or director may be removed from office by approval of three-fourths of the membership present at a recall election scheduled by the Board of Directors by written or verbal notice one (1) month prior to the date of

the election. A recall election may be called for by a three-fourths vote of the Board of Directors, or a Petition for Recall signed by no less than 51% of the active members of the organization. Upon receipt of a valid Recall Petition or following a vote for recall by the Board of Directors, notice of the recall election will be provided to the membership at the next regular meeting following the notice. Any officer or director subject to recall will be so notified in writing by the mailing of said notice no later than the same date that the general membership is notified.

5. Nominating Committee will oversee recall elections.
6. The officer or director being recalled will be provided with an opportunity to defend his position in the organization by addressing the membership prior to the recall election at the regular meeting in which the election is to be held. Said officer or director will be deemed to have forfeited his right to redress by failing to appear at the meeting in which the recall vote is taken. Such election will be made by secret ballot.
7. Complete election procedures for the Federation are detailed in Article X of the By-Laws.

REMOVAL

1. By majority vote, the Board of Directors is empowered to remove any director who has been absent from three (3) regular meetings of the Board without legitimate excuse or who has demonstrated non-performance of duties as outlined in the Federation By-Laws.
2. The individual in question will be given the opportunity for a hearing at the next Board meeting before any vote for removal. Said officer or director will be deemed to have forfeited his right to redress by failing to appear.

SUCCESSION

1. The positions of 1st Vice President and 2nd Vice President are automatic succession in the next election year to the President and 1st Vice President Positions respectively.
2. In the event of severe physical or mental disability, removal from office, resignation or death of the President, 1st Vice-President the rules of ascension will apply. Officers will maintain their new positions through the following fiscal year.
3. In the event of the death, resignation, or vacancy of any other officer or director, the Board of Directors shall elect a successor, who shall take the office immediately and serve until the next annual election.
4. In the event of severe physical or mental disability, removal from office, resignation or death of the Immediate Past-President, that position will remain vacant until the following fiscal year at which point the rules of ascension will apply.

BOARD MEETINGS

1. There will be twelve scheduled Board Meetings each fiscal year. Location is set at the discretion of the President.
2. A schedule of regular meetings of the Board of Directors shall be set up by the Board within thirty (30) days after officers take office.
3. Board of Directors are required to attend a minimum of nine (9) board meetings. A designated proxy may be sent to represent Board Member in the event of inability to attend a board meeting to meet attendance requirement. Proxy must be documented by using Federation's Proxy Designation form. Proxy will hold full voting rights of that Director and act on their behalf.

4. Secretary will send out meeting notice along with minutes of the previous board meeting at least one week prior to board meeting. Notice of absence must be sent via email or phone call to Secretary and President. This will serve as "excused" absence.
5. Special meetings may be called by the President by the notice in writing, mail, or email to each member of the Board at least five (5) days before the called meeting. The "five day notice" requirement may be waived upon consent of a majority of the Board members, expressed in writing, or by attendance at the called meeting.
6. Each year, the President will host a "Board Retreat" in July or August for the purpose of orientation of newly elected Officers and Directors and planning the upcoming program year.
7. The Annual Meeting is held in June during the regularly scheduled Membership Luncheon. The election and installation of new Officers and Directors who will take office at the start of the fiscal year (July 1) is conducted at this time.
8. Board meetings will operate with consent agendas. Board members (if applicable) are expected to have their reports into the Secretary at least 48 hours prior to a board meeting.

MEMBERSHIP MEETINGS

1. There shall be a minimum of nine (9) regularly scheduled Membership meetings each fiscal year. Notice via email or USPS must be sent to members at least two weeks prior to meeting.
2. The Programs Committee Chairperson will be responsible for scheduling speakers on topics relevant to our membership (contained in the list provided) and in keeping with the Federation's purpose as outlined in the By-Laws.
3. The Programs Committee Chairperson will also be responsible for making arrangements with the venue to accommodate our membership and speaker. Location and time of meetings will be determined by the Board of Directors.
4. The Annual Meeting is held in June during the regularly scheduled Membership meeting.

FINANCIAL MANAGEMENT

1. The Board of Directors will adopt an official budget at the July Board Meeting. The official budget shall control all expenditures of the Federation for that fiscal year. No expenditure shall be made on behalf of the Federation and no obligation for expenditures shall be incurred by any member of the Federation, except those included in the approved budget or otherwise approved by the Board of Directors.
2. Emergency expenditures outside of the approved budget can be made with the recommendation of the President and the approval of the President-Elect. An accounting of the expenditure and full disclosure must be made to the Board of Directors within 30 days.
3. Committee Chairs are required to submit a line item budget for approval of the Board of Directors for each individual event/undertaking.
4. All checks disbursed out of the Federation's bank account shall have two signatures as listed on the checking account. Account signers shall include: the Treasurer, President, and 1st Vice President. Roll-over in signatures must be made by August of each year. Authorized users of the Federation's Debit Card include the Treasurer, President, and 1st Vice President.
5. Signers on Federation's bank account, and authorized users of the Federation's Debit Card, or any Director with access to any Federation account are to use for Federation business only. Abuse of privileges such as theft or unauthorized use, may result in prosecution to the fullest extent of the Law.

6. Expenses paid with the Federation's Debit Card, shall be substantiated with itemized receipts given to the Treasurer within 5 days of said expense. Expenses are to be approved by the Treasurer and President.

EXPENSE REIMBURSEMENT

1. The following people are eligible to receive reimbursement for expenses: Officers, Committee Chairs and members attending District Conferences at the request of the President. The above listed shall be referred to as "Representatives."
2. Reimbursable expenses will include (but are not limited to):
 - a) Lodging expenses for attendance of 4th District AAF meetings or the National AAF Conference for those attending at the request of the President or as outlined as part of their Officer's responsibilities. These will be paid only for the published hotel sleeping room rate. The Federation will not pay for any upgrading of accommodations.
 - b) Registration expenses for 4th District AAF meetings and the National AAF conference for those attending at the request of the President or as outlined as part of their Officer's responsibilities.
 - c) Travel expenses for attendance of 4th District AAF meetings or the National AAF Conference for those attending at the request of the President or as outlined as part of their Officer's responsibilities. No first class airfare will be paid.

Meals unaccounted for in registration fees for National and District Conferences.

Any materials purchased on behalf of the Federation.
 - d) Thank you and condolence gifts purchased for Federation members with the approval of the President.
3. Any use of a Representative's own vehicle for Federation business will be paid at a rate of \$0.38 per mile. All mileage claims must be submitted through an expense report.
4. Daily Per Diem Rates are as \$25 per meal for no more than 3 meals per day. Alcoholic beverages are not eligible for reimbursement.
5. Expense reports must be filled out and turned in within 30 days for any reimbursement of Federation expenses. Receipts and explanations must be included with all expense reports. Expense reports are to be signed by the representative and approved by the Treasurer and President.
6. Representatives will be reimbursed within 30 days for reasonable expenses incurred during the course of their duties, upon the submission and approval of the expense reports, explanations, receipts, and vouchers in accordance with this policy. The federation will consider and approve, in its sole discretion, the reasonableness of expenses, and the amount that will be reimbursed.
7. An Ad Hoc committee comprised of 3 members of the Board of Directors (must be members who are not the party submitting the reimbursement request) may be convened to deny any expenditures deemed excessive.
8. The President must approve any non-budgeted expenditure.

CONFERENCE ATTENDANCE

1. Funded conference attendees are representatives of the Federation. Attendees must attend scheduled workshops and/or sessions.
2. All travel and registrations for the federation are to be arranged through the Treasurer, President, or President-Elect.
3. Federation will cover up front airline tickets, vehicle rentals, registrations, and lodging.

CORPORATE BRAND IDENTITY

1. "GTAF Swish" is the Federation's official Corporate Brand Identity. Please see www.gtaf.org/GTAFswish.gif for sample.
2. Change to Corporate Brand Identity can only be proposed by a member of the Board of Directors.
3. Ad Hoc Corporate Brand Identity Review Committee will be appointed by the President consisting of 3 members of the Board of Directors, not including member that proposed change.
4. The Ad Hoc Corporate Brand Identity Review Committee will release a Request for Proposal to member companies that engage in graphic design. Design proposals must be submitted within 30 days of release.
5. Board of Directors will select a minimum of three options that must be provided and presented to membership at least two (2) prior to vote. Members will also have the option to choose current Corporate Brand Identity.
6. Adoption of new Corporate Brand Identity must have majority vote of current active membership. Vote will take place at next Federation meeting after Directors select options as long as it falls within above time parameters.

COMMITTEES

1. The President shall determine duties of standing committees. Such other committees, standing or special, shall be appointed by the President or by the Board of Directors as necessary to carry on the work of the Federation.
2. Committees should have a Chair and Co-Chair (if needed).
3. No committee shall have the authority to commit the organization to matters of policy and/or create financial obligations without the approval of the Board of Directors. All committee plans and actions shall be subject to the approval of the Board of Directors.
4. The Federation is not responsible for any fiscal liability arising from any contracts signed by an individual member of the Federation if that individual has not received prior approval from the President or the Board of Directors.
5. All Committee Chairs should provide their successors with historical data pertaining to their year in office. Committee reports are made orally at each Board of Directors meeting and will be incorporated into the official minutes by the Secretary.
6. Duties and Responsibilities of Committees are as outlined in ATTACHMENT III – GTAF COMMITTEE OVERVIEW.
7. The reports of all committees, standing or otherwise, shall be presented to the membership and elections shall be held at the annual meeting.

EQUAL OPPORTUNITY STATEMENT

1. The Federation is committed to equal opportunity in its business operations and employment practices. The Federation strives to comply with all applicable laws prohibiting discrimination against any applicant or employee on grounds of race, ancestry, place of origin, color, ethnic origin, citizenship, age, creed, sex, marital status, family status, handicap, record of offenses, and sexual orientation. In addition, every person has the right to be free from harassment in employment because of race, ancestry, place of origin, color, ethnic origin, citizenship, age, creed, sex, marital status, family status, handicap, record of offenses, and sexual orientation. This also includes the right to be free from unwelcome sexual conduct or solicitation made by individuals in a situation to confer, grant, or deny employment advancement or benefit.

2. This policy applies to all aspects of membership, including recruitment, placement, promotion, transfer, training, and education.

ATTACHMENT I – DUTIES AND RESPONSIBILITIES OF OFFICERS

PRESIDENT

- Preside over the general operations of the club.
- Assure regular communications with all members of the board of directors, club officers, club members, and AAF headquarters.
- Call and preside over all executive committee meetings, board of directors meetings, finance committee and meetings of the general membership.
- Serve as Chairman of the board of directors, executive committee, and finance committee.
- Supervise the club treasurer.
- Oversee the annual budget.
- Assure fiscal stability of the club.
- Have the power to co-sign checks.
- Appoint all committee chairs.
- Appoint all non-elective positions.
- Attend all regular meetings and events of the club.
- Represent the club at AAF district meetings.
- Report information from meetings to the board of directors.
- Attend the annual AAF National Conference.
- Report information, initiatives and programs to the board of directors.

VICE PRESIDENTS

- Assume the duties of the President in his/her absence.
- 1st Vice President shall serve as a member of the finance committee.
- Assure fiscal stability of the club.
- Have the power to co-sign checks.
- Attend all executive committee meetings, board of directors meetings and finance committee meetings.
- Attend all regular meetings and events of the club.
- Oversee specific committees as deemed by club organizational structure.

TREASURER

- Attend all executive committee meetings, board of directors meetings and finance committee meetings.
- Serve as a member of the finance committee.
- Assure fiscal stability of the club
- The Treasurer is responsible for establishing the Federation checking and savings accounts with the approval of the Board of Directors.
- Collect dues and report the status of receipts to the finance committee.
- Present the status of all accounts to the finance committee.
- Secure the approval of all accounts payable by the finance committee before payment.
- Present the status of all accounts to the board of directors.
- Transfer financial records to the new Treasurer in July of each year.

SECRETARY

- Attend all executive committee meetings, board of directors meetings and finance committee meetings.
- Serve as a member of the finance committee.
- Take the minutes at all executive committee meetings and board meetings.
- Maintain club records.

IMMEDIATE PAST PRESIDENT

- Serve as Chairman of the nominating committee.
- Attend all executive committee meetings, board of directors meetings and finance committee meetings.
- Serve as a member of the finance committee.
- Assure fiscal stability of the club
- Serve as Chairman of the past presidents' advisory council.
- Assure the success of all projects assigned to the past presidents' advisory council as deemed by the President.
- Attend all regular meetings and events of the club.

ATTACHMENT II - DUTIES AND RESPONSIBILITIES OF BOARD MEMBERS

All board members share responsibility for the programs and fiscal integrity of the club. Board members provide planning and guidance for the club and institute and maintain policies.

Duties and Responsibilities:

- **Attend board of directors meetings.**
 - Review all relevant materials prior to all meetings and prepare to make contributions concerning issues and activities.
 - Respond promptly to correspondence and information requests.
 - If unable to attend provide a written report to the club president in advance of the meeting or send a proxy in your place.
- **Participate in the development of club projects and in the overall operation of the club.**
- **Participate in the development of the annual budget.**
 - Review and approve operating budget on an annual and semi-annual basis.
 - Be available to review and vote on proposed spending agreements submitted by committee chairs.
- **Serve as a Chair and/or oversee a Chair of a club committee as determined by the club president.**
 - Lead the committee to achieve goals presented in the committee objective.
 - Appoint enough committee members to manage all aspects of the committee assignment.
 - Oversee and manage the work, deadlines and responsibilities of committee members.
 - Manage the budget allowances determined for the committee.
 - Employ fiscal responsibility to spending and income decisions.
 - Secure the approval of the board for anticipated expenses before entering into agreements.
 - Report the status of the committee work at regular board meetings.
- **Attend club activities.**
 - Serve as ambassador for club's visibility and credibility.
 - Assist members with navigating club activities, events, membership involvement and networking activities.
- **Assist with projects assigned by club president on an as-needed basis.**
 - Accept and complete special assignments as required.

ATTACHMENT III – GTAF COMMITTEE OVERVIEW

Committee's are essential to the overall success of GTAF. Each committee consists of a Chair (and possibly Co-Chair) and recruited members and/or student volunteers. All committees on the local level have District liaisons to provide guidance and support in committee initiatives. Additionally, all committees should serve as a resource for each other, as we all the same ultimate goals. Please read below for a top-line overview of committee responsibilities.

FINANCE COMMITTEE

Description: To supervise, under control of the Board of Directors, the finances of the organization and prepare all budgets for the organization.

ADDY COMMITTEE

Description: Complete planning and execution of the local level of the National ADDY Awards competition.

Responsibilities include:

- Develop and manage budget for optimal fundraising
- Solicit and coordinate entries for the nation's largest advertising competition
- Develop all ADDY communications (flyers, invitations, etc) and ADDY Awards Winners' Book/Membership Directory
- Secure venues for all ADDY-related activities (Call-for-Entry, Judging, and Awards Gala)
- Oversee all aspects of judging: select credible judges, arrange travel and hospitality accommodations, and managing the judging process.
- Produce ADDY Awards Show/Presentation and Gallery Showing
- Secure design, print, and production partners for event support
- Plan GTAF ADDY Awards Gala including menu, logistics, awards, and ticket sales.

LEGISLATIVE COMMITTEE

Description: Serves as the central point of communication and coordination for the GTAF's legislative issues and initiatives. Responsibilities include:

- Monitor any state legislative issues that could impact the overall advertising industry and its member industry segments (print, outdoor, broadcast, cable, Internet, film/TV/digital media production).
- Inform members about historical legislative issues as well as potential future issues
- Conduct grassroots government-relations programs within local market.
- Assist with planning and organization of the Annual Legislative Fly-In
- Promote the District Political Actions Committee (PAC) Fund to secure annual contributions.

EDUCATION

Description: Liaison to college and university student AAF chapters, marketing communications organizations and programs. Responsibilities include:

- Encourage student participation in GTAF activities and programs; recruit student members at institutions without student AAF chapter
- Maintain positive relationships with advertising program faculty/professors and administrators.
- Coordinate local scholarship application, selection and award process.
- Support and promote national AAF student programs such as AAF's Most Promising Minority Students, Student ADDY Awards, and the National Student Advertising Competition
- Promote local, district and national internship programs to students.

PUBLIC SERVICE

Description: Implement district-wide public service initiative and establish additional local initiatives.

Responsibilities include:

- Execute district-wide public service initiative in local market.
- Develop advertising-related assistance for local non-profit organizations
- Identify opportunities for GTAF direct community involvement through group participation (walks, runs, etc) and fundraising for local non-profits organizations

MEMBERSHIP

Description: Improve membership acquisition and retention for GTAF. Responsibilities include:

- Identify prospective members and initiate contact regarding the organization
- Promote National AAF and District membership benefits to our local members
- Develop and promote the GTAF Member Benefits program.
- Maintain membership records and database for report to District and National.
- Establish relationships with other professional member-based organizations

DIVERSITY

Description: Promote the importance of ethnic diversity and multi-culturalism within GTAF and the industry.

Responsibilities include:

- Identify opportunities for GTAF to expand their reach and value to more diverse markets and industries.
- Encourage involvement of diverse groups in GTAF
- Plan professional development seminar(s) on diversity marketing.
- Promote the National AAF's "Most Promising Minority Student" program to the student chapters to increase applicants.

PROGRAMS

Description: Coordinate monthly professional development programs and seminars. Responsibilities include:

- Develop a plan for year to include a professional development seminar/speaker series and potential priority topics
- Identify national-level speakers for local programs.
- Secure program venues
- Coordinate speaker's travel accommodations and hospitality
- Advise host club and Conferences Chair well in advance as to speakers' A/V needs.

AUCTION

Description: Coordinate and manage annual Media Auction – live and silent auction to raise money for GTAF Scholarship Awards and general operating funds.

- Arrange solicitation, gathering and cataloging of all donations. Arrange staffing and organization of check-out system.
- Develop and implement partnerships with outside businesses/organizations to increase attendance and donations.

CLUB ACHIEVEMENT

Description: Gain District and National recognition for GTAF accomplishments through participation in the Ad Fed Club Achievement Competition. Responsibilities include:

- Gather and compile information about club activities and accomplishments in areas like programming, membership, communication, public service, education and government relations.
- Develop formal presentation notebook for District and National competition including write-ups and photographs

COMMUNICATIONS/PR

Description: Coordinate internal and external communications membership, press, client industries, and general public. Responsibilities include:

- Implement complete integrated communications plan with target dates and flowcharts
- Manage and maintain all club communication vehicles including newsletters, web site, press releases, etc
- Identify opportunities to position GTAF as local industry spokesperson(s) or experts with the media.
- Generate press coverage for the major GTAF events, programs, and involvement.

SPONSORSHIPS

Description: Create additional sources of revenue for funding GTAF initiatives. Responsibilities include:

- Procure cash and in-kind contributions to further GTAF initiatives
- Create a sales/media kit with individual and packaged sponsorships that will be the sales tool for selling GTAF sponsorships.
- Establish relationships with potential GTAF sponsors and partners
- Work with the Programs, ADDY, Special Events, and Conference Committees to secure event-specific sponsors

PAST PRESIDENTS COMMITTEE

Description: Committee of Past Presidents to encourage their continued involvement in the Club.

- Serve as Advisory Board for the President.
- Undertake such projects as may be assigned by the President for the good of the organization.
- The Past Presidents Committee shall be chaired by the Immediate Past President and shall report to the President. In the event that the Immediate Past President is unable to serve as chairman, the President shall appoint a chairman from among the Past Presidents who are current members of the organization.

SILVER MEDAL COMMITTEE

Description: To plan, execute, and promote the Silver Medal Award Program which recognizes men and women who have made outstanding contributions to advertising and their community.

- Solicit nominations from general membership for the Silver Medal Award Recipient.
- Shall be composed of past Silver Medal winners and shall serve as a jury to select a Silver Medal winner as set forth under guidance established by National AAF.
- Immediate Past President if he or she is a Silver Medal winner shall chair the Silver Medal Committee; otherwise, the chairman of the Silver Medal Committee shall be appointed by the President from among past Silver Medal winners and shall report to the President.

NOMINATING COMMITTEE

Description: Responsible for preparing the slate of officers to be presented to general membership as outlined in Article X of the By-Laws.

- The Immediate Past President shall serve as Chairman. The nominating committee shall consist of three members, one of whom shall be the President-Elect, and three other members of the organization appointed by the Chairman.
- Prepare and present a slate of prospective Directors and Officers for consideration by the general membership at the annual meeting.