

**Board of Directors
2021 Nomination Form**

I would like to nominate myself or would like to recommend the following individual for the Nominating Committee's consideration as a candidate for the 2021 SITE SoCal Board of Directors. As a reminder, only current SITE SoCal members are eligible.

Nomination Form return deadline: **10/1/20**

Please print or type all information.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____

E-Mail: _____

SITE Member since: _____ SITE SoCal Chapter since: _____ SITE Membership #: _____

() Planner () Supplier () CMP () CMM () CITE () CIS () CIP () other _____

2021 Board Positions Available

Please check the position(s) in which you are interested, if more than one, please number in order of preference.

___ **President-Elect**

Vice Presidents:

- ___ **VP Communications**
- ___ **VP Community Outreach**
- ___ **VP Education**
- ___ **VP Events**
- ___ **VP Finance**
- ___ **VP Membership**
- ___ **VP Program Logistics**
- ___ **VP Sponsorship**
- ___ **VP Young Leaders**

Chairperson positions are also available to support the work of many board positions, and can be an invaluable learning process for those interested in joining the board at some future date. *Please contact the SITE SoCal office at info@SITEsocal.com if you'd like to be involved with SITE SoCal leadership, but are not available to serve on the Board in 2021.*

Directors:

- ___ **Director Membership Recruitment & Coordination**
- ___ **Director Sponsorship Development & Coordination**
- ___ **Director of Inclusion**

Nominee's SITE Background and Qualifications:

1) SITE SoCal Committee and/or Board Service: (list dates and past positions)

2) Other Professional Affiliations: (list dates and past positions)

3) What do you see as the single most important issue or concern facing chapter members during the next 1-3 years? (Please give 2-3 bullet points)

4) What specific leadership traits do you feel are your strengths? Please describe one of your major achievements in this area.

5) As a Board member, please state how you feel your leadership qualifications and chapter experience could contribute to benefit the chapter. What do you hope to accomplish?

6) Please describe any prior experience managing and motivating others.

7) Why do you wish to serve on the SITE SoCal Board of Directors? Why is serving important to you and what do you have to gain from your leadership role?

Please sign below indicating your agreement to serve if selected, and confirming the full support of your employer for your time commitment. The Board Retreat is planned for November 21 & 22 and all new Board members will be strongly encouraged to attend.

Candidate Signature

Date

Please email this form by **10/1/20** to: info@SITEsocal.com Subject: 2021 Board Nominations

If you have questions, please call James Vertovec, SITE SoCal Executive Director - 951-303-0044

2021 Board of Directors Roles and Responsibilities

Officer/Vice President Job Descriptions

(Estimated time commitment 20-30 hours per month, depending on position)

VP Communications

- Communicate and network with the trade and business press on a regular basis. Create and distribute press releases on a regular basis to promote the Chapter
- Advise and co-ordinate Brand compliance throughout the board communications
- Contribute to the website design and provide input to design and content. Contribute suggestions for website improvement as needed. Continuously monitor website for accuracy and content, making sure all information is kept up to date.
- Work with the Director of Social Media to create a social media strategy for the chapter
- Provide opportunities for members to exchange expertise and communications with SITE and other incentive and travel industry professionals
- Develop innovative and professional communications programs
- Provide programs for discussion of issues relating to SITE and the motivational experiences industry
- Publish quality blogs and/or newsletters with information relevant to member needs, or of interest to the general business community
- Promote an awareness in the local general business press of the importance of incentive travel
- Create a, or assume responsibility for an existing, communications committee
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when absent
- Submits all Chapter events to SITE Global calendar
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President-Elect

GENERAL PRINCIPLES

Board members are to represent the interests of the members while directing SITE SoCal, and do so within the boundaries of the law.

Board members must:

1. **Practice Due Diligence:** Act reasonably and wisely, keeping the best interests of SITE SoCal and its members top of mind;
2. **Practice Loyalty:** Keep the interest of SITE SoCal your primary focus, and never use your position as a Board member to further your own personal interests;
3. **Practice Obedience:** Govern SITE SoCal within the bounds of any laws, policies, by-laws or regulations that apply to it.

GUIDELINES

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1. **One Voice**

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2. **Ethical Conduct**

Board members are expected to conduct themselves in an ethical and professional manner that avoids real or perceived conflicts of interest.

3. **Care, Diligence and Skill**

Directors will exercise the degree of care, diligence and skill that a reasonably prudent person would exercise in comparable circumstances.

4. **Confidentiality**

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2021 Board of Directors Roles and Responsibilities

VP Community Outreach

- Provide Community Outreach marketing content to the SITE SoCal office and Communication committee
- Research charities to support at educational programs throughout the year (1 per event)
- Make all arrangements for a charity representative to attend the lunch
- Obtain a wish list of donations and make arrangements for that to be sent out to the data base
- Engage with the charity representative on site and make sure they are taken care of
- Research charities for the holiday event by sending out email to the chapter data base and by personal recommendation
- Create a, or assume responsibility for an existing, community outreach committee
- Carefully review all submissions received from non-profit organizations, adhering to the guidelines as approved by the board
- Make preliminary progress reports to the board
- Advise all charities of the decision made
- Work with winning charities to obtain marketing materials
- Work with Executive Director and Holiday Event team to make sure all materials received
- Advise charities on arrangements for attending Holiday Event
- Act as "host" during the Holiday Event to make sure charity representatives are looked after
- Notify charities of date of installation where donation checks are distributed
- Follow up with winning charities to obtain quarterly reports on how donated money has been
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect used
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2021 Board of Directors Roles and Responsibilities

VP Education

- Create an Education budget for the year
- Coordinate the development and presentation of chapter education programs
- Oversee all program activities for the chapter
- Research topics, program formats, speakers and facilitators for educational lunches, Global Meetings Month, and all programs in need of educational elements for SITE SoCal
- Create a, or assume responsibility for an existing, education committee
- Present findings to the board for input and financial approval
- Work with speakers on content, format and logistics, utilizing professional speakers whenever possible
- Identify qualified chapter members to present
- Produce and manage educational content for Global Meetings Month
- Work with VP Young Leaders to develop educational content for Young Leaders group
- Create strategy to provide a framework for educational content on cutting edge topics
- Research new ways of conducting meetings in keeping with new and future trends
- Provide appropriate recognition for program speakers and others
- Provide marketing content to the SITE SoCal office and Communications committee
- Develop education survey to find out what content members are interested in, coordinate review of survey results for all chapter programs
- Provide suggestions to SITE Global for speakers from the chapter for SITE Conferences, speaker database, and other events
- Contact other SITE chapters to share speaker ideas and possibilities
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
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2021 Board of Directors Roles and Responsibilities

VP Events

- Responsible for securing venue space and negotiating contracts for all SITE SoCal events for 2018, and planning into 2019
- Keep all RFP's current and engage with bidding venues to assist with questions and movement toward booking events
- Create a, or assume responsibility for an existing, events committee
- Provide marketing content to the SITE SoCal office and Communications committee
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
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2021 Board of Directors Roles and Responsibilities

VP Finance

- Have custody of the chapter funds and securities
- Maintain full and accurate records of all assets, liabilities, receipts and disbursements in chapter books
- Deposit all monies, securities and other valuables in the chapter's name in accounts designated by the Board
- Create a, or assume responsibility for an existing, finance committee
- Account to the president and directors for all transactions and prepare a report of the chapter's financial position
- Disburse chapter funds with proper authority
- Submit a quarterly financial report to SITE Headquarters with SITE SoCal office as required
- Perform such other duties requested by the president or Board
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
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2021 Board of Directors Roles and Responsibilities

VP Membership

- Focuses on member retention and continuously working to adding benefit to SITE SoCal membership
- Appoints Membership Chair and works with this person to build and manage committee initiatives and provide guidance, support and connections where needed in order for committee members to succeed
- Works with VP Events and Director Program Logistics to secure annual Member Only Event
- Works directly with Director of Membership Recruitment & Committee Development to support existing and new members, generating new membership through all communicative means
- Coordinate with Young Leaders Membership Chair to streamline member-retention strategies
- Supports and creates opportunities for membership involvement
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Generate new memberships through all communicative means
- Retain members by engaging them right away onto committees
- Communicate with SITE SoCal office on any new members or any literature that needs to be sent
- Work with Director of Membership Recruitment & Committee Development to engage members and provide platform for new members, such as Task forces, Advisory Councils, or regular committees
- Report Membership statistics to board and SITE SoCal Members
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when absent

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2021 Board of Directors Roles and Responsibilities

VP Program Logistics

- Work closely with VPs of Events, Communication, Sponsorship, Membership and Education to determine needs for all SITE SoCal events
- Review hotel or venue contracts with VP Events
- Complete the event profile form and send on to VP Events for review
- Send approved event profile form to the Executive Director for the Cvent registration
- Liaise with hotel or host venue on any needed guestrooms, F&B, AV, etc.
- Review menus with hotel to make sure quality and presentation will help showcase hotel's culinary expertise
- Arrange with Executive Director for any special signage
- Produce PowerPoint or similar for lunch
- Produce timeline for lunch
- Liaise with hotel on site to make sure lunch program runs smoothly
- Work with Holiday Event Planner and Executive Director as liaison and support
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
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2021 Board of Directors Roles and Responsibilities

VP Sponsorship

- Generate sponsorships for each event and overall chapter
- Works with Director of Sponsorship Development and Coordination to build and manage committee initiatives and provide guidance, support and connections where needed in order for committee members to succeed
- Confirms new sponsorships that Director of Sponsorship Development and Coordination has identified as highly potential
- Communicate with Chapter President and with SITE SoCal office regarding all sponsorships
- Provide a list of the final donors for the year
- Ensures Chapter President has communicated with all sponsors once confirmed
- Keep a cordial relationship with sponsors to encourage future commitments
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
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2021 Board of Directors Roles and Responsibilities

VP Young Leaders

- Ideally a SITE Young Leader professional who has been actively involved with the SITE SoCal Young Leaders program
- Serves as liaison for the SITE Young Leaders Committee with the SITE SoCal Board and SITE Global office to support the chapter succession plan and ensure committee members receive the assistance they need
- Develop and execute brand strategy for SITE SoCal Young Leaders program
- Appoints SITE Young Leaders Chair and works with this person to develop and manage committee initiatives and provide guidance, support and connections where needed in order for committee members to success
- Identify and secure sponsors for the SITE SoCal Young Leaders Program
- Provide Young Leader content and/or engagement for each meeting or special event, encouraging participation from Young Leaders and all SITE SoCal Members
- Work with communications team to provide timely updates and promotions of Young Leader opportunities and activities for future events
- Works with appointed SITE Young Leaders Chair to make arrangements to coordinate booking space and timelines for Young Leader events
- Prepare agenda and coordinate monthly calls with the Young Leaders committee
- Provide and update value documents that promote the SITE SoCal Young Leaders program
- Assist in developing programs and events schedule for 2018/2019
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
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2021 Board of Directors Roles and Responsibilities

Director Job Descriptions

(Estimated time commitment 15-20 hours per month, depending on position)

Director Membership Recruitment & Coordination

- Encourage non-members to join SITE
- Develop a system to follow up with all new non-member contacts
- Staff or arrange to have staff the membership table or a way for potential members to find information at every event
- Supports VP Membership in effort to execute annual Member only event to create added incentive for new members to join SITE SoCal
- Request new-member report from Executive Director monthly and welcome all new members via email
- Coordinate the "New Member Spotlight" program with social media committee/VP Communications
- Coordinate with Young Leaders Membership Chair to streamline member-recruitment strategies
- Design and implement a committee sign up structure with Committee Leaders/Chairs and direct new and existing members to sign up for committees to build the SITE community and create ways for more members to be involved, identifying leaders to support succession plan
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
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2021 Board of Directors Roles and Responsibilities

Director Sponsorship Development & Coordination

- Support VP Sponsorship on all goals and objectives set forth
- Identify sponsorship opportunities for each event and overall chapter with VP Sponsorship
- Communicate with VP Sponsorship and with SITE SoCal office regarding all sponsorships
- Confirm, follow-up and ensure the sponsors are receiving benefits as promised
- Keep a cordial communication with sponsors to encourage future commitments
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2021 Board of Directors Roles and Responsibilities

Director of Inclusion

The director of inclusion role requires an understanding and awareness of diversity and inclusion standards and best practices and must be dedicated to the continual progression of equity and inclusion policies. This position will support SITE SoCal in liaising with like industry organizations to work together in creating an all-around inclusive environment.

- Recognize, implement, and create plans to promote diversity within SITE SoCal and associated organizations
- Research and advise on diversity and inclusion issues and encourage education surrounding these topics
- Identify external trends and recognize best practice which will increase diversity among the workforce
- Maintain relationships with diversity related businesses, to include promotion of vendors from diverse backgrounds
- Prepare and build relationships among colleagues through diversity and inclusion education
- Responsible for spearheading all planning for ancillary industry events such as Global Meetings Industry Day (GMID) and All Industry Cruise (AIC)
- Responsible for updating monthly industry event calendar
- Liaise with other industry association Boards and attend industry events as possible, including but not limited to MPI, PCMA, ILEA, ASAE
- Provide update at each board meeting on industry trends and foresights
- Champion SITE SoCal at industry events
- Liaison with membership to assist in recruiting from other industries.

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3. **Care, Diligence and Skill**

Directors will exercise the degree of care, diligence and skill that a reasonably prudent person would exercise in comparable circumstances.

4. **Confidentiality**

Directors will maintain all information they receive respecting proceedings of the Board in the strictest of confidence and will comply with all privacy legislation applicable to the operations of SITE SoCal.