

# AAF – GLBR Board Officers and Chairpersons

Offices to be elected are President, Vice President, Treasurer and Secretary. Although we already have some nominees on the slate for these positions, we will be asking for nominations from the floor prior to voting. All candidates will be introduced prior to voting.

Here is a detailed description of each officer role:

**President** – The President shall be the Chief Executive Officer of the club. The President shall preside at all meetings and of the Board of Directors. The President shall have all the general powers and duties, which are usually vested in the office of the President of a Corporation, including, but not limited to, the power to appoint all committee chairs. The President shall also act as a liaison with the district and the national American Advertising Federation and shall be an ex-officio member of all committees.

**Vice-President** – The Vice-President shall perform all duties incumbent upon the President during the absence or disability of the President, and shall perform such other duties as the Board of Directors may prescribe. The Vice-President shall become President in the following year with the concurrence of the Board of Directors.

**Secretary** – The Secretary certifies the minutes of all meetings; the Secretary shall have charge of organizing books and papers as the Board of Directors may direct; the Secretary shall be responsible for finding another Board Member to take notes and act as a temporary Secretary in the event that the Secretary is unable to attend any meeting.

**Treasurer** – The Treasurer/Executive Director shall have responsibility for the club's funds and securities and shall be responsible for keeping full and accurate accounts of all receipts and disbursements in books belonging to the club. The Treasurer shall work with the president to file taxes each year by the month of November. The Treasurer shall work with the president to create an annual budget to present to the Board of Directors. All disbursements of money shall require the signature of the Treasurer. The Treasurer shall present a financial statement at all regular meetings of the Board of Directors and at the annual meetings of the Members.

The Committees and Chair positions are:

1. **Membership** – To secure additional Members and foster involvement of all Members.
2. **Program** – To arrange speakers, and programs for all club meetings, special events including fundraising, and to supervise and promote special events of the club.
3. **ADDY®** – To plan, promote, and carry out the annual competition and awards program, based on guidelines provided by the national American Advertising Federation.

4. **Education** – To provide one or more annual scholarships to students in advertising, marketing, public relations or related fields. Eligibility for the scholarship requires that the student be a relative of a current Member, a current Member, or a resident of Great Lakes Bay Region, and a current or future student at CMU, Delta, Northwood and SVSU. Also, work with Board to plan a strategy in August of each year to recruit college students to enter the Annual ADDY awards.
5. **Public Relations** – To promote the activities of the club through media releases, special promotions, and outreach to the communities in the Great Lakes Bay Region.
6. **Diversity** – To diversify the membership, to implement a continuing diversity awareness program for members, to develop and provide educational materials on issues related to diversity, and to sponsor at least one speaker every year on topics related to diversity in communication, advertising, and the media.
7. **Communications** – To host the club’s website, publish the club’s newsletters, notify members of club activities and board meetings, and keep the membership informed of special events.
8. **Governmental Affairs** – To keep abreast of issues on a federal, state and local level affecting the advertising industry, and report pertinent information to the Board and membership.
9. **Creative Council** – To design marketing materials, logos, and all creative pieces needed to promote the club’s activities and special events.
10. **Fund Raising** – To plan, organize, and conduct the annual scholarship auction and/or other special events to generate funds necessary to carry out the activities of the club.
11. **Hospitality** – To plan and execute activities at the program meetings to create a warm and friendly atmosphere.