

## HSMAI San Diego Board Member Responsibilities

- **Strategic Initiatives** - Each board member should find “one thing” or initiative in the overall program of work for the association that they would like to work on as a volunteer.
- **Board and Leadership meetings** - Board members are expected to attend all regularly scheduled board meetings unless extraordinary circumstances prevent them from attending the entire meeting. Board members are also encouraged to attend the annual Leadership Conference in order to keep abreast of all chapter and special interest group related issues.
- **Membership and Program support** - An implied responsibility is to sponsor individual memberships, support participation at key programs and events, and help us identify potential partners and sponsors for programs and events
- **Chapter support and speaking** - It is assumed that you will attend as many of your local chapter events as your schedule allows. As a member of the board, you may be invited by HSMAI chapters to speak at a chapter meeting. We encourage you to participate as time and schedules allow. Leadership may not accept any speaking fees but may request travel reimbursement from a chapter.
- **Public relations** - HSMAI and our public relations firm frequently receive media inquiries looking for quotes and information on a variety of subjects. As a board member, your name may be given to a media contact as a subject matter expert. When giving media interviews always be sure to include your HSMAI affiliation to the media representative for inclusion in their article. You will be asked annually to identify any subject matter areas you would like to be affiliated with.
- **Leadership development** - Board members are encouraged to help identify & develop future leaders for HSMAI. This may include recommending candidates for chapter board positions, special interest group advisory board positions, Americas committee & task force opportunities, and future Americas and Foundation board positions. You are encouraged to identify other individuals within our outside your company that should become engaged
- **General HSMAI positioning** - Board members are expected to actively leverage all opportunities to expose the HSMAI brand in your organization and other distribution channels and support the programs of HSMAI. Common examples that you may be able to easily do or influence may include:
  - Inviting HSMAI to speak, provide content, or exhibit at appropriate key leadership meetings (annual General Managers conference, national sales meetings, quarterly retreat of your corporate marketing team, etc)
  - Incorporate or link HSMAI electronic content and/or banners into your corporate intranet site, newsletter, or other communication tools.
  - Aggregating your company’s annual purchase or support of HSMAI programs and events into an Executive Elite package.
  - Ensure that your personal biography is updated to reflect your HSMAI service.
  - Add HSMAI to your profile in your social networking sites.
- **Fiduciary duties of a board member** - All board members have duties in four areas:
  - Duty of Care: Requires the director to read relevant documents, prepare carefully for board meetings, pay attention to what is going on, and ask questions to clarify actions that are being taken.
  - Duty of Loyalty: Requires the director to give undivided allegiance to the organization without regard to personal or business interests.
  - Duty of Obedience: Requires the director to act within the scope of legal authority, including the organization’s articles of incorporation, bylaws, and mission.
  - Duty of Confidentiality: to maintain the confidence of proprietary information during and after tenure on the Board.

# OFFICERS AND BOARD OF DIRECTORS POSITION DESCRIPTIONS

## Officers (Executive Committee)

President  
President-Elect  
Vice President-Programs and Education  
Vice President-Membership  
Immediate Past President  
Secretary/Treasurer (Combined or Separate Roles)

## Board Members

Board Member-Communications/Newsletter  
Board Member-Fundraising  
Board Member-Hospitality  
Board Member-International Programs  
Board Member-Logistics/Administration  
Board Member-Web Site Manager

## Responsibilities:

### **President**

The President is the Chief Executive Officer of the Chapter, and in accordance with Chapter bylaws is responsible for the following:

- Works with Board to create a chapter strategic plan for the year using the HSMIAI strategic plan template or a similar format.
- Schedules at least one board retreat each year.
- Creates the agenda for and presides over all Board of Directors meetings.
- Is responsible for monitoring the Chapter Assessment Report (CAR) with the board to insure compliance.
- Utilizes the Chapter Leaders Community (CLC) for inter-board and best practice sharing.
- Enters the annual Frank W. Berkman Chapter Award Program featuring Best of Best in chapter operations.
- Ensures chapter events are uploaded to the HSMIAI website.
- Ensures chapter board members utilize the Chapter Leadership Resource Center (CLRC) as needed in their various roles.
- Attends the monthly Presidents Conference Call.
- Presides over all Chapter meetings.
- Serves as ex-officio member of all committees.
- Appoints committee chairpersons with majority approval of Board of Directors.
- Represents or designates Chapter representatives at civic, public and /or industry events.
- Serves as a member of the House of Delegates of HSMIAI.

- Assures that HSMAl headquarters is kept informed about major Chapter activities or issues.
- Presents a written report at the Chapter annual meeting covering the year's activities, sending a copy to HSMAl headquarters.
- Attends the HSMAl Annual Leadership Conference.
- Makes appointments to fill any Chapter leadership vacancies with 2/3 approval of the Board of Directors.
- Schedules annual Fall Chapter Planning Session
- Puts chapter relations director on all board correspondence as an ex-officio to keep chapter master file current.

### **President-Elect**

If the President is unable to act, the President-Elect performs the duties of the President, with full authority to do so.

- Attends all business meetings and Board of Directors meetings of the Chapter.
- The President Elect will attend the HSMAl Annual Leadership Conference in the event the President is unable to attend.
- Serves as a chairperson of a committee designated by the President.
- Monitors chapter operations as directed by the President.

### **Vice President-Programs and Education**

- Chairs committee responsible for delivering meaningful programs and educational experiences.
- Researches all other related associations meeting dates at the beginning of the year to ensure no major conflicts that might impact attendance.
- Secures speakers/presenters for a minimum of four significant educational programs per year.
- Ensures two programs are planned with customer interaction via a social event, panel discussion or joint meeting.
- Is responsible for getting chapter events posted on the HSMAl website.
- Monitors program related line items in CAR.
- Promotes HSMAl University Programs to chapter members
- Ensures presentations at all other Chapter meetings are timely and well presented.
- Aggressively markets all programs through the Chapter website, newsletter, emails, or direct mail.
- Works with Logistics regarding appropriate locations and dates for all programs/events.
- Enforces policy that the chapter will only meet at member facilities.
- Creates a meeting evaluation/survey form to be used at each chapter function.
- Works with Immediate Past President to conduct an annual awards and recognition program.

## **Vice President-Membership**

- Chairs committee responsible for membership growth and retention.
- Develops a membership program/contest and theme for the year.
- Carefully monitors chapter reports located in the Chapter Leadership Resource Center on the HSMAL website.
- Maintains a current prospective member list.
- Attends monthly membership chair conference call.
- Keeps board list current in chapter reports in Resource Center
- Monitors retention reports in Resource Center
- Monitors membership related line items in CAR
- Promotes awareness of and involvement in Special Interest Groups (SIG's) to all chapter members.
- Monitors monthly update of chapter membership participating in SIG's.
- Creates a "member care" program to be conducted by committee

## **Secretary**

- Attends all business meetings of the Chapter and of the Board of Directors.
- Maintains meeting minutes of all Board of Directors meetings.
- Distributes meeting minutes to all Board members within one week of the meeting.
- Maintains Chapter bylaws, chairs bylaws committee.
- Notifies officers or chairpersons concerning actions required by Chapter or Board decisions as recorded in the minutes.
- Sends HSMAL headquarters a list of Chapter officers immediately following elections.
- Reports changes in affiliations and addresses of Chapter officers to HSMAL headquarters as soon as such changes occur.
- Collects and organizes all information required for the Chapter Award Program.
- Monitors administrative related line items in CAR
- Assists Hospitality with registration and collection of funds at each Chapter event.

## **Treasurer**

- Attends all business meetings and Board of Directors' meetings.
- Maintains all finances and financial records for the Chapter.
- Receives all funds and deposits then in accordance with the provisions in the Chapter bylaws.
- Monitors all membership rebate funding and reports found in Resource Center
- Sees that two authorized signatures are on file with the Chapter's bank.
- Pays by check all properly approved bills submitted by the chairpersons of committees in accordance with the approved budget and in accordance with check signing and issuance procedures.
- Prepares an annual budget in coordination with and through direction of the Board of Directors and presents for approval.
- Ensures budget includes funding for at least one Board Retreat
- Creates a monthly financial report for presentation to the Board of Directors and inclusion in the newsletter.
- Submits monthly financial statements to Chapter Relations Office.

- Maintains accurate membership roster in conjunction with the Vice President-Membership and the membership committee and reconciles with the roster and funds received from HSMIAI headquarters.
- Files any necessary tax returns for the Chapter.
- Assists Hospitality with registration and collection of funds at each Chapter event.
- Promptly bills no-shows of Chapter events.
- Monitors online payments for events

### **Immediate Past President**

- Chairs the Nominating Committee.
- Serves in an advisory capacity to the President and the Board of Directors.
- Assists in identifying and developing new Chapter leadership.
- Assists in the development of educational programs.
- Assists in building the image of the Chapter in the local business community.
- Chairs annual award program and work with board to select nominees for annual award and recognition program.

### **Board Member-Communications/Newsletter**

- Chairs committee responsible for public relations, communications, chapter website and the Chapter newsletter.
- Complies with all HSMIAI graphic standards
- Ensures that pertinent news and information from the Chapter, HSMIAI headquarters and a calendar of upcoming events with dates, location, times and costs is included in the Chapter newsletter.
- Works with the printer/typesetter or web master to ensure a timely, high quality newsletter product in print or electronic format.
- Ensures timely distribution of the newsletter to the Chapter roster. Include general managers, owners and managers of hospitality related businesses, the local hotel association and other local organizations such as MPI, ASAE, the convention and visitors bureau, in your prospect list if feasible.
- Create advertising program to sell advertising space to offset the cost of the newsletter or web costs.
- Ensure a minimum of four newsletters and preferably no less than six newsletters are published annually.
- Keep HSMIAI Headquarters informed of significant accomplishments by the Chapter or individual Chapter members.
- Develop a positive presence and image for the Chapter within the hospitality community as well as the wider public within the chapter community.

### **Board Member-Fundraising**

- Chairs the committee responsible for fund raising for the Chapter.
- Responsible for the sale of raffle tickets at each Chapter event to provide an ongoing source of revenue for educational programs, supporting local charitable causes and the HSMIAI Foundation.
- Solicits donations of raffle prizes from members and hospitality partners.
- Ensures recognition is provided to those organizations who donated prizes.

- Works closely with the Vice President-Programs and Logistics to develop, market and produce two fund raising events each calendar year. It is suggested that one fundraiser benefit the HSMIAI Foundation and the other to provide funds for scholarship programs, educational programs or community donations.
- Works closely with the Board member responsible for International programs to coordinate a fund raising event for the HSMIAI Foundation.
- Creates a partnership program for on going corporate support.

### **Board Member-Hospitality**

- Chairs the hospitality committee.
- Organizes phone call program in advance of all Chapter events to obtain RSVP's, provide additional information and reminders of the event.
- Provides an environment at all Chapter events to help make the participants feel welcome and comfortable.
- Staffs the registration desk at all Chapter events. Welcomes new members and guests. Assists the Chapter secretary with registration and the treasurer with collection of funds at all events.
- Maintains Chapter name badges or ensures that all attendees have a nametag upon arrival at a Chapter event.

### **Board Member-Primary Liaison to HSMIAI Americas**

- Chairs the committee to build knowledge and awareness of HSMIAI Americas Region conferences and events.
- Keeps current in maintaining a thorough knowledge of HSMIAI programs.
- Promotes HSMIAI Certification programs.
- Communicates foundation research reports to the board and chapter.
- Works with fund raising to hold a Foundation fundraiser annually.
- Maintains electronic versions of chapter reports, promotions, events and materials to use in submission of Chapter Award Entries.

### **Board Member-Logistics**

- Works with the Vice President-Programs to determine dates of all programs and events.
- Negotiates with meeting and event sites to obtain the best possible price, trade outs, arrangements, etc. It is suggested that a standard pricing format be used for breakfasts, lunches and dinners.
- Approves menus and all other arrangements pertinent to each event.
- Uses creative approaches to provided "Wow" at every HSMIAI event.
- Arrives at event site a minimum of one half hour in advance to ensure all arrangements are complete.
- Coordinates with Programs to ensure all A/V arrangements are handled.
- Provides guarantees for all events needing guarantees.
- Works closely with the event site throughout the event to ensure service is efficient, so programs can begin and end on time.
- Ensures that all suppliers are recognized during welcoming remarks and again through the newsletter.

- Ensures meeting evaluations are used for each chapter function and collects the evaluations after meeting.

### **Board Member at Large**

- Assigned to special projects by the President.