



DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

POLICIES AND PROCEDURES MANUAL

This Policies and Procedures Manual, along with its Constitution and Bylaws, will be the DFW AMA Chapter's governing document except for cases in which it is inconsistent with the Constitution or Bylaws of the Chapter or the American Marketing Association.

The Manual may be amended by two-thirds of the Board of Directors voting. Unless otherwise stated in the Manual, policies and procedures of programs and services that must meet the requirements of the American Marketing Association or other regulatory entities may be amended by the committee that implements the programs and services, provided all such amendments are promptly reported in writing to the Board of Directors.

**Approved 06-19-2012
by Board of Directors**

BOARD OF DIRECTORS

CONTRACTING AUTHORITY

Only designated DFW AMA Board members can sign contracts with new vendors or obligate the chapter to legally binding contracts or agreements (software, sponsorships, venues, etc.) in accordance with the following guidelines:

President – any contract up to \$5000
President Elect – venues and catering up to \$2500

The Board must approve, before signing, any contracts over \$ 5000.

Board of Directors, March 15, 2011

EVENT VOLUNTEER PRICING AND COMP POLICY

Leadership Comps

Board Members and all President Emeritus' in good standing may attend Executive Luncheons and Special Interest Groups for free. The Event Director (i.e. Director of Executive Luncheons, SIG Director, Special Event Director, Mentor Program Director, etc.) will also be comp'd for their specific events. Pricing for all other events/programs are at the discretion of the Event Director and President (based upon the budget). Comps are non-transferable.

Board of Directors, August 16, 2011

Check In Team

The Check-In Team, and any volunteers that assist with check in will be comp'd for the event. The standard number of people needed for check in for Executive Luncheons is three and SIGs is two. Any deviation in number and staffing for all other events/programs must be approved by the President or Event Director.

Board of Directors, August 16, 2011

Speaker Comps

Luncheon speakers can bring two guests, provided the names and contact info are supplied 24 hours prior to the event to the Executive Coordinator (Speaker Proposal Forms reflect this).

SIG speakers can bring one guest provided the names and contact info are supplied 24 hours prior to the event to the Executive Coordinator (Speaker Proposal Forms reflect this).

All speakers participating in a panel discussion are entitled to bring one guest provided the names and contact info are supplied 24 hours prior to the event to the Executive Coordinator (Speaker Proposal Forms reflect this).

Speakers are welcome to reserve additional seats at the member preregistration price.

Event Directors are responsible for registering the speaker and speaker guest(s) in the online preregistration system using the appropriate promotional code to override any balance due.

Board of Directors, June 19, 2012

Sponsors Comps

Sponsors can bring the number of guests agreed to in their contract, provided the names and contact info are supplied 24 hours prior to the event to the Executive Coordinator (Sponsor Contracts should reflect this).

The sponsorship team is responsible for registering guests in the online preregistration using the appropriate promotional code to override any balance due.

Board of Directors, June 19, 2012

Volunteer Pricing

All volunteers are expected to pay to attend events. As all volunteers are members they can pay the member preregistration price provided they preregister. If they fail to preregister, they must pay the member walk up price.

Board of Directors, June 19, 2012

Anyone receiving a comp must be preregistered for the event - this includes board members and event directors. Failure to preregister will require payment of the member preregistration price in order to attend the event.

Board of Directors, August 16, 2011

CONFLICT OF INTEREST POLICY

All volunteers of the Dallas/Fort Worth Chapter of the American Marketing Association (DFW AMA) will make every effort to avoid any conflict between their own personal, company or firm interests and the interest of the Chapter, in all actions taken by them on behalf of the Chapter.

A volunteer should abstain from voting on issues, policies and decisions which could cause the member to benefit personally or cause the member's company or firm to benefit from the outcome of the vote.

Each member of the DFW AMA Board of Directors shall be required to sign an annual statement that he or she understands the Conflict of Interest Policy and agrees to disclose to the President any conflict or potential conflict of interest which may arise during his or her service.

The disclosure of any conflict by volunteers should be in writing, confidentially addressed to the President, and should describe the facts and circumstances relative to the potential conflict of interest. It will be the decision of the President of the Chapter as to a resolution of the conflict, if a resolution is deemed necessary. Any volunteer who is aware of a conflict of interest on his/her part and fails to report such shall be subject to appropriate disciplinary action by the Board of Directors or their designee.

Board of Directors, January 6, 2009

1. The Conflict of Interest Policy will need to be signed by all the Board members every year.
2. The Executive Committee consists of the Immediate Past President, President, President-Elect, Treasurer and Secretary. Executive Committee Meeting Minutes will be posted on the online Board project site, and the meetings are open for any member to attend.

Board of Directors, March 15, 2011

A member serving on the Board of Directors is expected to sign the Board of Directors Commitment Letter as approved by the Board before commencement of his/her current term. Failure to do so could result in reconsideration of the member's service on the Board.

Board of Directors, September 15, 2009

COMMUNICATIONS

Speaker presentations will be posted only on a members-only website.

Board of Directors, April 21, 2009

PRIVACY POLICY

Registration, prospect, and membership lists for DFW AMA events and purposes are the property of DFW AMA, and are not to be used by volunteers for their own purposes.

Use of Mailing Lists:

- A. **Use of DFW AMA Mailing List - General Policy:** The DFW AMA mailing list is the property of the DFW AMA and is to remain under its exclusive jurisdiction. Digital files may be sent to a printer or email vendor for one-time use only.

To resolve all matters pertaining to use or availability of DFW AMA mailing lists, the *President* shall have the right to impose whatever restrictions he/she may deem appropriate under the circumstances. Appeals may be made to the *Executive Committee* for final resolution.

- B. **Member E-mail Address Use:** Member and guest e-mail addresses are the property of DFW AMA and are to remain under its exclusive jurisdiction. E-mail addresses are not to be sold to outside organizations or provided for advertisers, affinity partners, or member benefit vendors. The DFW AMA may authorize its affiliated entities to use member e-mail addresses for appropriate purposes to disseminate information to members.

Use of attendees email addresses is limited to DFW AMA (privacy issues), unless the sponsor or venue collects email addresses separately and attendees are aware it is the sponsor or venue collecting them for their own use, not the DFW AMA's use.

Board of Directors, March 15, 2011

PROCEDURES

Logo/name usage

1. Unless it is your intention, do not use just "AMA" or "American Marketing Association" to designate the DFW chapter since that is the national organization. When referring to our chapter, please use "DFW AMA", or the "Dallas/Fort Worth Chapter of the American Marketing Association", or "American Marketing Association, Dallas/Fort Worth Chapter". Make sure 'marketing' is in there somewhere to avoid confusion with the American Medical Association or American Management Association. If you're just using 'DFW AMA', then also have the logo.
2. Use the chapter's high-resolution logo for printed material. Lo-Res is only good for electronic mailings. (Communications Cmte. has both logos.)
3. If you need another type of format for the logo, please contact the Communications Cmte.

Email Requirements

1. All registrations are done through the dfwama.com website or our EventBrite registration page at <http://dfwama.eventbrite.com> - never to an individual or company's website or email address. Please use the following copy "For more information or to register for this event, click on the "Programs" or "Events" tabs at www.dfwama.com.
2. In order to protect the privacy of our members and guests, email addresses must be kept secure. Email addresses may NOT be shared outside the organization. *Emails sent to a group must have the recipients' email addresses in the BCC line*
3. Emails to a group should come "FROM: DFW AMA, (Cmte. name or Officer Title)", not individuals.

Collateral Requirements

All 'group' communications with members and/or prospective members, guests, etc., shall be created or approved by the Communications Cmte. This includes signage, flyers, collateral material, website content, event emails to a group, etc.

Sponsor Requirements

Sponsors are different than partners in an event. Therefore, their logo or branding should not overpower the DFW AMA logo and branding. Unless there is some special circumstance, sponsor's logos will be at the bottom of the page, no larger than 2.5" x 1".

Board of Directors, June 19, 2012

COMMUNITY OUTREACH

No content in this section

Board of Directors, March 15, 2011

FINANCIAL

BUDGET AND REIMBURSEMENTS

Advance approval from the President is needed for all unbudgeted expenditures under \$5000. All amounts over \$5000 must have Board approval.

Board of Directors, March 15, 2011

All reasonable efforts shall be made to notify the Board in advance of going over-budget.

Board of Directors, September 15, 2009

BANK ACCOUNTS

One signature is required on all checks under \$2000. All checks \$2000 or more require two signatures. The President and Treasurer are authorized signatories.

The President, President-Elect, and Executive Coordinator are authorized to use the chapter debit card for budgeted expenses and approved non-budgeted expenses.

Board of Directors, March 15, 2011

CASH MANAGEMENT FOR EVENTS

Pre-registration refunds: occasionally refunds are appropriate in extraordinary circumstances, with a preference for credit towards a future event.

Board of Directors, October 20, 2008

SPONSORSHIP FUNDS

For any expenditure dependent upon funding from a sponsor, a signed contract with the sponsor will be in place before we agree to any expenditure or sign any venue contract, and/or undertake promotions for the event that feature the sponsor.

Board of Directors, September 15, 2009

SIG sponsors' money is earmarked for their specified event. If there is net revenue from registrations, then that excess goes into the general Programs revenue. The excess is not a credit towards the next SIG.

Board of Directors, January 20, 2009

WHISTLEBLOWER POLICY

The purpose of this policy is to provide a procedure for DFW AMA officers, directors, volunteers and members to report good-faith concerns about alleged accounting and financial improprieties and/or misuse of DFW AMA assets.

Notification Procedures

If an officer, director or member has a good-faith concern, he or she should submit the concern to the DFW AMA's President or President-Elect, who serve as the Compliance Officers for investigating and resolving all reported concerns. A concern may be submitted anonymously. It is preferred that a concern is submitted in writing, but an oral report to the President and President-Elect is acceptable.

A concern should describe specifically the nature of the concern and should include documentary evidence, if available.

A concern shall be considered "good-faith" if the report is made without malice or consideration of personal benefit and the member has a reasonable basis to believe the report is true. A report does not have to be proven true to be made in good faith. Good faith will be considered to be lacking when the report is known by the reporting member to be malicious or false.

Investigation Procedures

The President or President-Elect, serving as Compliance Officers, shall be responsible for investigating concerns and shall be responsible for ensuring appropriate actions are taken. Depending on the nature of the concern, the DFW AMA Board of Directors, American Marketing Association headquarters, as well as outside consultants, investigators, fraud examiners or legal counsel may participate.

Confidentiality

When a concern is reported, the information shall be considered confidential to the extent that confidentiality does not hinder the investigation. DFW AMA cannot guarantee confidentiality of the concern. Disclosure of the concern and the person filing the concern will be made to the appropriate parties on a need-to-know basis. If an officer, director or member is being investigated as a result of a concern that has been filed; he or she may be given the circumstances of the concern. Such disclosure may allow the officer, director or member to deduce who filed the concern. In addition, identification of the person filing the concern may be necessary to perform the investigation, to allow law enforcement to perform an investigation, or if the person accused of impropriety is entitled to the information as a matter of legal right in disciplinary proceedings.

Protection of Whistleblower

If an officer, director or member reports a good-faith concern, without malice or information that is known to be false, the officer, director or member shall not suffer retaliation for his or her disclosure.

Board of Directors, January 6, 2009

PROCEDURES

DFW AMA is a 501(c)(3) not-for-profit, and does not have to pay sales tax on items we use ourselves such as name tags, supplies, etc. If we are passing through the cost (ex. meals), then we do pay sales tax. The tax-free number and form may be obtained from the Executive Coordinator.

BUDGET AND REIMBURSEMENTS

1. All expenses must be accompanied by receipts
2. Signed expense reports must be submitted to the Treasurer or President during the month of the expense. If they cannot be submitted in the same month, the Treasurer should be notified about anticipated bills.
3. The President or Treasurer has the authority to approve expense reports.

Board of Directors, July 24, 2012

CASH MANAGEMENT FOR EVENTS

Board Members are requested to sign up to attend events when the Executive Coordinator cannot attend, and accept responsibility for managing the money collection and turning it in after the event.

Board of Directors, November 18, 2008

Cash Management policies at events:

1. Two volunteers (one of them should be a member of the Check in Team) will be required to remain with the cash at all times until it has been counted, verified against the sign-in sheet, and the total recorded.
2. The money must then be turned in to the Executive Coordinator or President for deposit within 5 business days after the event, along with the sign-in list and cash reconciliation form.
3. For Meet & Greets, a receipt must be collected from the venue manager or wait staff for any expenditure or gratuity.

Board of Directors, June 19, 2012

MEMBERSHIP

PROCEDURES

Members Helping Members

Vendors and services offered to DFW AMA members through the *Members Helping Members* program should meet the following criteria:

1. A large number of members could obtain the product or service at a better price than on their own.
2. The product or service should be consistent with DFW AMA's professional image.
3. Commissions associated with products should be evaluated (revenue sharing).
4. All benefits should be evaluated periodically as to their effectiveness.
5. In all instances, the Member Benefit Program vendor should meet the following qualifications:
 - a. When mailing advertising information to DFW AMA members, vendors must agree that the solicitation will be limited to the approved product or service.
 - b. When provided membership list on mailing labels, vendors must use the list only as approved in writing by DFW AMA.
 - c. Vendors must agree to promote the product or service in some capacity to DFW AMA members and pay for all out-of-pocket costs associated with the promotion.
 - d. All vendors must receive prior approval from DFW AMA for all advertising and promotions.
 - e. Changes to the program must be approved by the DFW AMA.
6. Conflicts with other groups providing products or services to marketers should be considered.

PROGRAMS

PRIZES

Door prizes will not be limited to members only.

Board of Directors, August 18, 2008

SPEAKERS

Speaker presentations on the website shall be placed in a restricted area requiring a member login so that they are only available to members.

Board of Directors, April 21, 2009

RECURRING EVENT SCHEDULING

The standard recurring event dates shall be maintained except when there are overriding conflicts with the established dates such as a holiday or dangerous weather:

- First Thursday of the month – Dallas Meet & Greet
- Fourth Thursday of the month – Fort Worth Meet & Greet
- Third Wednesday of the month – Dallas Executive Luncheon
- Fourth Thursday of the month – Fort Worth Executive Luncheon

Board of Directors, June, 19 2012

PROCEDURES

PRICING

All events will have preregistration member and non-member pricing, and walk up member and non-member pricing, each with a minimum 40% pricing differential. If appropriate, early bird pricing, also with a 40% differential will be utilized. Policy excludes collegiate pricing.

Board of Directors, June 19, 2012

The pricing of Special Interest Group events needs to be flexible (some have sponsors, some don't) so the EVP SIGs will manage that and report to the Board.

Board of Directors, February 17, 2009

NO-SHOW POLICY

"All attendees who have pre-registered for an event will pay online via credit card when registering. This includes all approved comps where applicable (sponsors, board members, president emeriti, speaker comps, etc.) who need to be registered online but whose balance due will be zeroed out using the appropriate promotional code".

Registrants can receive full refund of their registration fee if they cancel up to 48 hours prior to the event. No refunds will be given after 48 hours prior to the event.

This policy applies to all DFW AMA events.

Board of Directors, June 19, 2012

SPONSORSHIPS

Sponsors should not be given podium time at events for self-promotion, but may be thanked from the podium by the event director, or other board member.

Board of Directors, March 15, 2011

It is the practice of DFW AMA to inform Sponsors (aka Donors) of guidelines for Sponsorship. All cash sponsors over \$250 will receive a sponsorship agreement, which includes the sponsorship guidelines. Guidelines are also available to any interested member or company.

All cash Sponsorships with a value over \$500 will be given a contract to be signed by the person designated by the Sponsor as the authorized individual. The contract, labeled as Sponsorship Agreement, will then be signed by the President. A copy of the executed agreement will be given to all those requiring notice, including specifically EVP Sponsorship, President, and Executive Coordinator. Any email acceptance of the language in the Sponsorship Agreement will be followed upon by handwritten signatures within a two-week period.

DFW AMA will maintain compliance with IRS section 170 at all times by issuing a receipt of any donations, including quid pro quo contributions, in excess of \$75 to the donor. The receipt of a donation paid by credit card will be issued by the executive coordinator to the donor via email within the chapter year. For those donations made by check the check stub will serve as the receipt for the donation.

This practice will amend itself concurrent with the IRS Articles and Sarbanes-Oxley Act as they are amended.

Board of Directors, June 19, 2012

SIG sponsors' money is ear-marked for their specified event. If there is net revenue from registrations, then that excess goes into the general Programs revenue. The excess is not a credit towards the next SIG.

Board of Directors, January 20, 2009

VOLUNTEERS

All volunteers must be paid members of the DFW AMA. All volunteers who became volunteers prior to June 30, 2011 and who are not paid members will be grandfathered under this policy and have until January 1, 2012 to become paid members before forfeiting their volunteer positions. Benefits for volunteering, such as free or discounted meals at events are limited to members.

Board of Directors, May 24, 2011

All volunteers shall sign a Confidentiality Agreement and a Conflict of Interest Agreement before serving in any capacity.

Board of Directors, September 15, 2009

AWARDS

The DFW AMA shall recognize, by appropriate awards, volunteers who contribute in a significant manner to the chapter and/or the community.

The Volunteer Committee is responsible for selecting qualified recipients and submitting them for Board approval for the following awards:

- Volunteer of the Month
- Outstanding Volunteer/s of the Year

Board of Directors, September 15, 2009

Volunteer of the Month -

1. Volunteer of the Month must be a member.

Board of Directors, October 21, 2008

2. The criteria for selection of Volunteer of the Month will be exemplary performance in the designated volunteer role rather than the necessity to be extraordinary.

Board of Directors, November 18, 2008

PROCEDURES

Volunteers' titles to be used:

- Executive Vice President = a Board of Directors position only
- Vice President = directly reports to an EVP, or Executive Committee member (President, President-Elect, Immediate Past President, Secretary, Treasurer, or Executive Coordinator)
- Assistant VP = directly reports to a VP or above
- Director = directly reports to an AVP or above
- Assistant Director = directly reports to a Director or above
- Manager = directly reports to a Director or above
- Chair = directly reports to a Manager or above