

**CHAPTER OFFICER**

**RESOURCE MANUAL**

**PROGRAMS CHAIR**

January 1, 2019

**INTRODUCTION**

The National Kitchen and Bath Association encourages our members to serve as officers in their local NKBA chapters. Our local leaders will be instrumental in determining the needs of kitchen and bath professionals at the grassroots level and communicating to National.

This manual will outline the expectations and responsibilities of your role for a calendar year. Please review the information and direct any questions to the Leadership Communications Department at Chapters@nkba.org.

**PROGRAMS CHAIR POSITION DESCRIPTION**

**Term:** The term of office 2 years. Chapter officers may self-nominate for a second two (2) year term. After four years on the Council, the officer must rotate off the Council for at least two years.

**Experience:**

* it is recommended the Programs Chair have prior committee experience before becoming the Chair.
* Comfortable with public speaking
* Is creative and organized
* Has at least 10 hours per month to contribute to chapter activities and work

**Description:** The Programs Chair is responsible for planning and scheduling chapter meetings/events. This includes obtaining sponsors and hosts and ensuring there are CEUs offered to the chapter membership.

* The Programs Chair should be familiar with the new rule going forward in 2018 that all of the industry hosts and sponsors must be members of the NKBA (does not apply to non-industry companies (i.e. hotels, restaurants)

**Responsibilities**

* Establish Program Committee for which you are Chair
* Schedules chapter meetings
* Should plan to deliver a minimum of 4 hours of educational programs per year
* Submit yearly Chapter Program schedule to the Chapter Council
* Work with Program Committee volunteers to address logistics for each meeting
* Submit chapter meeting notice information to Communications Chair 4-6 weeks in advance for promotion on the Chapter’s homepage of the NKBA website
* Report on chapter meeting activities to the Chapter Council
* Sends notification to Communications Chair of any changes for release on chapter newsletters and meeting notices.
* Secures hosts and sponsors for chapter meetings

**PREPARING FOR OFFICE**

* Assist outgoing Programs Chair in the performance of his/her responsibilities
* Review the *Chapter Officer Resource Manual* as well as the *Association Overview* which covers the chapter policies.

**IMPORTANT NOTES AND DEADLINES**

* Provide articles for chapter newsletter to Communications Chair Ongoing
* Send information on chapter meetings to Communications Chair 4-6 weeks prior to

 meeting

**ROLE DETAILS**

**Programs Committee**

* Establish Programs Committee, assisted by President, comprised of Chair (yourself) and two or more members. When chapter is geographically spread out, choosing a committee member in different locations is advised to assist in locating hosts and sponsors in their local area.
* Be flexible with how you divide tasks or organize your committees. For example, you can divide tasks by event type:
	+ Special Events
	+ Weekender
	+ Outings
	+ Holiday events
* Or you can organize a committee to handle:
	+ Sponsorships
	+ Hosts
* Note: have job descriptions for each task to be completed. Participants are responsible for all tasks relating to their programs
* Groom key committee members to succeed you as Programs Chair
* Schedule initial committee meeting
	+ Follow an agenda, appoint a note-taker, if desired, to record action taken, follow-up needed, assignments and deadlines, etc
	+ List meeting dates and tentative programs on the meeting schedule form. Each chapter is expected to host at least 4 events each calendar year.
	+ Submit the committee’s plans to the Chapter Council at its next meeting.

**Chapter Events**

* General Notes
	+ **It is required that only active NKBA member companies may sponsor or host chapter meetings (non-industry companies, i.e. hotels, restaurants and other social venues are exempt from this). This is a member benefit and is monitored by National.**
	+ Programs Chair to inform speaker of the requirement that meeting programs be “generic”. The speaker must not use brand names, or reference specific products. The rationale for the tax exemption of a trade association is that the activities of the organization are to be directed toward the general improvement of business conditions of one or more lines of business as distinguished from the performance of particular services for individual members. This is the underlying reason for the above stated rules and the "generic" rule for meetings.
	+ Inviting other chapters can increase your attendance, decrease your costs and build Association camaraderie
	+ Rotate location of meetings throughout large geographic areas. Obtain updated chapter member roster when planning meetings and use mapping tool to determine areas with the most members.
	+ Have a backup plan in case of an emergency or cancellation
* Speaker Sources for meetings
	+ Chapter Presentation Program – description located on the NKBA website, go to the Chapters tab/Chapter Presentation Program and also on the Resources page/Programs Chair.
		- Allowed up to 2 speakers from this program per year
		- NKBA will pay speaker fee and travel expenses for the first visit and chapter will pay for one night hotel
		- Option for a second visit in which NKBA will pay the speaker fee and chapter will pay travel and hotel expenses
		- Locate a speaker on the list, call or email speaker directly to make arrangements, then send the Speaker Request form to National (a link to the form can be found on the website at Chapters/Chapter Presentation Program). NKBA will send the Letter of Agreement for signatures. Speaker will invoice National for the speaker fee after the event. No speaker fees will be paid unless the contract is on file.
		- Speaker Letter of Agreement will contain a link to Travel Leaders for the speaker to make their airline reservations. All reservations must be made through Travel Leaders. There will be no reimbursement for any arrangements made without using Travel Leaders.
	+ Website CEU Course list – located on NKBA website, click on Certification tab/CEUs/CEU Provider Program list
	+ Instructors of an NKBA Affiliated school in your area may be able to schedule a presentation at your chapter
	+ Utilize chapter members who have spoken at KBIS or another chapter or group
	+ Ask your members if anyone in their company makes presentations
	+ Check the NKBA website under other chapter’ home pages to see what upcoming programs they may be offering.
	+ Consumer/trade publications, related associations, related firms, television/radio stations, state or federal governments, universities (faculty at accredited schools), civic groups, professional speaker groups or companies.
	+ **Note:** it is strongly recommended that you ask for references from the speaker. Check references to verify that the program and delivery was as promised and if you use a speaker outside of the Chapter Presentation Program, you should use the generic Speaker Letter of Agreement and Speaker Information form on the Resources page/Communications Chair.
* Special Events
	+ Meetings may be co-sponsored by two or more chapters
	+ “Weekenders” work well for chapters spread out geographically.
	+ NKBA must be advised of “Weekender” or any other special meetings as soon as they are scheduled and no later than 10 weeks prior to the event in order for them to be coordinated with the Association’s nationally scheduled functions
	+ The financial responsibility assumed by the sponsoring chapter or chapters must be emphasized to the weekender meeting planner.
* Points to Remember
	+ Remember the diversity of your membership. Topics that are going to appeal to the design staff may appeal to the owner but the reverse is not necessarily true.
	+ It is best not to have a speaker exceed 60 minutes unless a lot of video or audience participation is included.
	+ The actual presentation should be at least 55 minutes, with Q&A following
	+ Some topics can be repeated every year:
		- Trends in the industry
		- Legislative issues
		- Sales
		- Business Management
		- Financing for growth
		- Building codes and how they apply
		- Marketing
		- Social Media
		- Communication
		- Technology
* Types of events
	+ chapters can draw more members to meetings by “taking them where they want to go”. We encourage you to think out of the box and have fun while networking and learning at your meetings. Here are some tips for fun and different events:
		- Showrooms
		- Design Competition
		- Game Night
		- Lunch and Learn
		- Fundraiser
		- Golf outing
		- Dinner cruise
		- Partnering with another Chapter or Association
		- Wine/Beer Tastings at Winery/Brewery
		- Sports Events
		- Weekend event
		- Cook Off/Cooking Demonstration
		- Student Day/Student Night
		- Vendor Fairs
		- Product Night or Table Top
			* At no time should “Product Night” or “Table Top” evenings be advertised or referred to as “mini shows” or “trade shows” because of NKBA’s KBIS contract.
			* Table top displays or similar appropriate product and service demonstrations are viewed by the Association as appropriate methods of providing important technical education to the industry. In no way should participation be controlled or limited to one manufacturer. Access of competing products to meetings are recommended. Comparative presentations at the same meeting are recommended.
			* Participation in chapter meetings in no way constitutes approval of or endorsement of the product, service or the firm making the presentation by the chapter or NKBA
			* Give equal opportunity to all sponsors, who must be NKBA members.
			* For trade and home show policy, refer to the NKBA Policy Manual.

**Sponsorships**

* Make all arrangements necessary to provide sponsors for chapter functions
* Assure the policies relevant to sponsors are enforced
* Participation by NKBA members as sponsors may be solicited and publicized.
* **It is required that only active NKBA member companies may sponsor or host chapter meetings. This is a member benefit and is monitored by National.**

**Program Planning**

* as soon as the yearly schedule has been established, choose a topic and speaker for each planned event
	+ Discuss the topic with the speaker
	+ Schedule the program date
	+ Agree in writing on the details including fees and expenses you will pay e.g., lodging, transportation and audiovisual
	+ Send them a speaker information form and a Speaker Letter of Agreement and request that it be returned within two weeks.
	+ Ask speaker for resume and biography which will be used in preparing the meeting notice and introduction.
	+ If the speaker was chosen from the Chapter Presentation Program, follow the procedure for this program - send National Speaker Request Form, then National will prepare Speaker Letter of Agreement for chapter and speaker signatures. This contract must be on file in order for speaker to be paid.
	+ Send information for each meeting, 6 weeks prior to the event date, to Communications Chair for posting the meeting notice on the NKBA website.
	+ Make lodging and transportation arrangements for the speaker if needed
	+ Contact speaker one week prior to the event to verify and ask if there are any last-minute details needed.
	+ Confirm facility and food arrangements

**Facility Arrangements**

* Identify the meeting facilities that will meet the physical needs of the chapter.
* Negotiate the financial terms and reservation deadlines.
* If a location will be used regularly, and your chapter schedules the Chapter Council meeting prior to the meeting, the meeting room may be obtained at no charge.
* Audiovisual Equipment: Audiovisual equipment is available to rent at most facilities. Your chapter may want to consider purchasing its own equipment.
* Signs/Banners: If you are meeting in a hotel or restaurant which has a welcome sign outside, ask them for a "Welcome National Kitchen & Bath Association" on the sign. (This increases consumer awareness of the industry and makes the members feel part of a group when they arrive at the meeting.) Have the hotel or restaurant prominently display signage outside your meeting room and/or on the calendar of events. Your NKBA chapter banner, if available, should be displayed on the podium/lectern if possible.
* Head Tables: A head table can be used to formalize the proceedings. When using a head table, inform the appropriate people where they are to sit prior to the meeting.
* During the presentation, it is a good idea to have the chapter’s officers split up and sit at different tables so that they can mingle with the members, get their comments on what the chapter could be doing, seek out new volunteers, etc. This is not the time for Chapter Council meetings; a reserved table for Council members gives the impression of elitism, which is divisive.

**Meeting Notices**

* When speaker has been confirmed, send speaker bio and event information to Communications Chair for posting on the NKBA website and the chapter website.
* Meeting notices should be posted at least 4 weeks in advance of the meeting date
* National will email the meeting notice to chapter members two weeks before the event if the chapter requests it. (when posting the notice, be sure to check the box for National to send emails)

**During/After the Meeting**

* The day of the meeting
	+ Arrive early
	+ make sure signage is visible so people will go to the proper room quickly or will they have to ask for directions.
	+ Check on all facility arrangements
	+ Display NKBA banner
	+ Check area for safety concerns
	+ Check audiovisual equipment
	+ Check podium and microphone, water for speaker
	+ Meet the speaker. Review the introduction. Verify pronunciation of speaker’s name. check appellations or titles. Determine if picture taking during the presentation is permissible.
	+ Membership Chair is responsible for welcoming committee, membership handouts
	+ Communications Chair is responsible for materials table with extra newsletters
	+ Treasurer is responsible for name tags, verifying number of meals needed, pay bills, collect chapter meeting registrations and submitting chapter meeting financial report within one month.
* During your portion of the reports:
	+ Talk about the last program (what people missed if they  didn't attend).
	+ Introduce your committee members who are working on  special events so they can give a status report.
	+ Introduce your sponsor chairman so he/she can thank the sponsor for the evening and tell members who the sponsor for the next meeting will be. This gives recognition to the volunteer and the sponsor.
	+ Promote to the audience about the upcoming programs, and especially the next one.
* Introduce the speaker.
* The President publicly thanks the speaker.
* Remind attendees to fill in and return the program evaluation forms.
* At the conclusion of the program, thank the speaker, sponsor and hotel staff
* The day after the meeting – send a thank you letter to the speaker

**AVAILABLE FORMS**

Visit the NKBA website at [www.nkba.org](http://www.nkba.org) (Resources page) for a list of forms/documents you may use in your role as Programs Chair:

* Chapter Events Yearly Planner Form
* Chapter Roster Policy & Permission Form
* Information on Liquor Liability at Chapter Events
* Chapter request of Certificate of Insurance Form
* Not Receiving NKBA Electronic Mail?
* NKBA Host Agreement
* NKBA Speaker Letter of Agreement
* Speaker Information Form