



**Here is the IAEM Washington DC Chapter Board of Directors proposed slate of Officers and Directors for election to terms commencing January 1, 2005.**

*Chair, Exp. 12/05*

Sallee Pavlovich  
San Diego Convention Center Corporation

*Vice Chair, Exp. 12/05*

Robin Preston, CEM  
National School Boards Association

*Secretary, Exp. 12/05*

Kelly Kilga, CEM  
National Association of Convenience Stores

*Treasurer, Exp. 12/06*

John Floyd  
Airways Freight Corporation

*Immediate Past Chair, Exp. 12/05*

Ryan Strowger, CEM  
Consumer Electronics Association

*Director of Ed Programs, Exp. 12/06*

David Coray  
Optical Society of America

*Director of Marketing, Exp. 12/06*

Nancy DeBrosse  
Projection Presentation Technology

*Director of Membership, Exp. 12/06*

Mary Beth Baluta  
David Green Organization

*Director of Special Events, Exp. 12/05*

Lisa Parks, CEM  
Kuehne & Nagel, Inc.

*Director of Sponsorships & Adv, Exp. 12/05*

Marc Parsont, CEM  
Intl Assoc. of Amusement Parks & Attractions

\_\_\_\_\_ **I approve the proposed slate.**

\_\_\_\_\_ **I do not approve the proposed slate.**

**Print Your Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Deadline of August 27, 2004** - Please fax or mail your completed ballot on or before August 27, 2004 to Laura Larson, IAEM Washington DC Chapter Immediate Past Chairman.

**Fax to:** Attn: Laura Larson — 202.296.9059

**Mail to:** Attn: Laura Larson, CEM  
American Pharmacists Association  
2215 Constitution Ave NW  
Washington, DC 20037-2907

## DRAFT

# **NYIAEM SPECIAL EVENTS COMMITTEE**

### **Mission:**

Organize and direct all events not related to monthly educational meetings and/or luncheons. Create exciting events in a social setting to encourage camaraderie and networking among the membership. In addition, organize the charitable fundraising activities at these events. The two currently established events for this committee are the Annual Summer Outing and the Annual Holiday Party.

### **Co-Vice Chair Responsibilities:**

- Liaise with the NYIAEM Board of Directors about the type of event(s) to be held, the location, costs involved, fundraising activities, and the selected charity to receive funds.
- Establish written objectives for the committee that aligns with the mission and goals of the chapter.
- Maintain current list of committee members, including assignment of duties.
- Manage the committee against the established objectives and budget.
- Co-Chairs will supervise post event arrangements for any charitable donations or prize claims.
- Prepare final report for each event and present to Board.

### **Committee Responsibilities:**

- Determine the type of events and locations using past events as guidelines.
- Manage logistics for all special events, including, but not limited to, contract and facility logistics, food & beverage, audio-visual, and signage.
- Determine and organize fundraising activities, if any, at the Summer Outing and Holiday Party. Such activities may include Raffles, Auctions, and other prize drawings.
- Work with the PR Committee to establish an effective marketing and promotional strategy and campaign for events.
- Sell raffle tickets at events when applicable.

## **NYIAEM Sponsorship Committee**

### **Mission:**

Provide marketing opportunities through various sponsorships offered to the members of the New York Area Chapter of IAEM. The overall goal is to generate sponsorship revenue for the chapter along with providing a value added marketing tool to our members.

### **Chair Responsibilities:**

- Liaise with the NYIAEM Board of Directors about committee activities.
- Establish written objectives for the committee that aligns with the mission and goals of the chapter.
- Manage the committee against the established objectives and budget.
- Maintain current list of committee members, including assignment of duties.
- Prepare final report for each project/activity and present to Board.

### **Responsibilities:**

- Develop and maintain a current list of advertisers and sponsors including:
  - Contact Information (name, company, address, phone, fax & e-mail)
  - Contact Status (advertiser, sponsor or both)
  - Contribution (Advertiser: what size ad. Sponsor: Cash or services)
- Develop sponsorship packages to fund all chapter activities and operations.
- Work with the editor of our chapters Expo-say newsletter to develop sponsorship and marketing opportunities.
- Distribute the list of advertisers and sponsors, including all information, at least once per quarter to all board members.
- Obtain method of payment with each advertising and sponsorship commitment or if necessary, submit an invoice request to the chapter Treasurer in a timely fashion.
- Obtain graphics requirements from all advertisers and sponsors in a useable format for reproduction. Submit these graphics on a CD disk to the chosen sign shop/artist two weeks prior to each event.
- Submit a sign plot for all graphics in order to ensure we meet the expectations of our advertisers and sponsors.
- Ensure the continued success and continuity of the committee by fully educating new committee member through scheduled meetings.

### **Important Note:**

Advertising and sponsorship requests must be approved by the board of directors to ensure we do not compromise the by laws of IAEM.

## DRAFT

# NYIAEM HOST COMMITTEE

### Mission:

To welcome new members and help them "break the ice" at meetings and become active members. Reinforce the benefits of membership and to network with other members.

The Committee shall consist of a Chair, Vice Chair, and five or more additional members. There are no term limits for this Committee.

### Chair Responsibilities:

- Liaise with the NYIAEM Board of Directors about committee activities.
- Establish written objectives for the committee that aligns with the mission and goals of the chapter.
- Maintain current list of committee members, including assignment of duties.
- Manage the committee against the established objectives and budget.
- Prepare final report for each project/activity and present to Board.

### Responsibilities:

- Work with Membership Committee to obtain will give a list of new members to Host Committee Chair and "flag" all new members' badges at meetings.
- Inform new members that a host will be at the meeting to greet them and be with them throughout the meeting, luncheon or event.
- Greet them at meetings and stay with them throughout the meeting and luncheon. Answer questions, etc. and above all, make them feel welcome.
- Encourage new members them to be involved with committees.
- Encourage them to attend monthly meetings and education sessions and Chapter events.
- Introduce them to various Board Members, Committee Chairs and other members.
- It is the Host Committee Chair's responsibility to be sure there are Hosts at each meeting that will attend to new members.

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### **NYIAEM Public Relations Committee**

#### **Mission:**

Create opportunities to publicize and promote the New York Area Chapter of IAEM. Through our bylaws, our Chapter is mandated to promote the exposition industry throughout our region. The overall goal of the committee is to position the Chapter as an authority and an influencer, not only within the industry, but to outside sources as well. Brief info on date, time, place, speaker and subject of program should be sent to local papers, radio and television stations (3-5 days ahead).

The Committee shall consist of a Chair, Vice Chair and four or more additional members. There are no term limits for this Committee.

#### **Chair Responsibilities:**

- Liaise with the NYIAEM Board of Directors about committee activities.
- Establish written objectives for the committee that aligns with the mission and goals of the chapter.
- Maintain current list of committee members, including assignment of duties.
- Manage the committee against the established objectives and budget.
- Prepare final report for each project/activity and present to Board.

#### **Responsibilities:**

- Develop and maintain a target list of trade and consumer media that are important outlets for the Chapter.
- Build relationships with key trade and consumer editors on behalf of the Chapter.
- Prepare and distribute regular press releases to communicate Chapter news.
- Prepare Newsletter.
- Keep our membership informed by submitting all releases to the Chapter newsletter.
- Position the Chapter Chair (and/or other key Board members as appropriate) as experts in the industry by presenting him/her/them to the media as a key "source".
- Create opportunities to publicize Chapter events, Chapter charitable efforts, and other Chapter news.
- Liaise with the board and other NYIAEM committees to gather and share newsworthy information.
- Liaise with IAEM National Public Relations Committee to take advantage of synergies and joint marketing opportunities.
- Ensure the success of the committee by fully educating each new committee member about its contacts, history, and activities.
- Ensure the continued success and continuity of the committee by keeping detailed records of all of the above to pass on to incoming committee chairs.

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### **NYIAEM Awards Committee**

#### **Mission:**

Recommend and solicit nominations for all the Chapter's recognition awards including the King's Glove award and the Chapter's Diamond awards.

The Committee shall consist of a Chair and Vice Chair. Additional Committee members are optional. There are no term limits for this Committee.

#### **Chair Responsibilities:**

- Liaise with the NYIAEM Board of Directors about committee activities.
- Establish written objectives for the committee that aligns with the mission and goals of the chapter.
- Maintain current list of committee members, including assignment of duties.
- Manage the committee against the established objectives and budget.
- Prepare final report for each project/activity and present to Board.

#### **Responsibilities:**

- Maintain a list of all prior and current winners of all awards.
- Maintain a list of suppliers and contacts for ordering awards and list production time for all awards.
- Mail the King's Glove nomination ballot to the entire membership 4 months prior to annual meeting.
- Liaise with the Board for recommendations for the Diamond awards for one Exposition member and one Associate member (not limited to one each year).
- Submit candidates for all awards to the Board for approval at least 2 months before the annual meeting.
- Contact the supplier to order the King's Glove and/or Diamond awards at least five (5) weeks before the annual meeting.
- Contact the Chapter Chair five (5) weeks before the annual meeting to see if any officers or directors are leaving the Board. Dates they served on the Board must be included. i.e., 1999-2002.
- Contact the supplier to order certificate(s) of appreciation for any outgoing Board members. Certificates are to be signed by the Chapter Chair before presentation. Allow ample time for getting signature and mounting certificate.

