



Student Chapter Vice President – Programs/President Elect Position Description

- Who is best suited to be a Vice President – Programs?
- Responsibilities
- Preparing for office
- Procedural checklist
- Program Committee
- Chapter Meetings
- Sponsor/Product Display Coordinator
- Product Nights
- Appendix A – Speaker Information Form
- Appendix B – Student Chapter Event Planner Form
- Appendix C – Student Chapter Meeting Information (should be submitted online)
- Appendix D – Speaker Letter of Agreement

Who is best suited to be a Vice President – Programs?

- Creative
- Organized
- Public speaker
- Time commitment around 4 hours a month plus meetings

Responsibilities

- Chairs the Program Committee
- Schedules Chapter meetings
- Works with Program Committee volunteers to address logistics for each meeting
- Should plan to deliver a minimum of four hours of educational programs per year
- Reports on Chapter meeting activities to Student Chapter Executive Committee (EXCO)
- Fulfills role of the President in his/her absence
- Notifies members of any changes through Student Chapter newsletters and meeting notices

Preparing for office

Between election and installation, prepare for your office by:

1. Assisting the outgoing VP of Programs in the performance of his or her responsibilities;

2. Studying the Student VP of Programs position description including the *NKBA Governance Manual*

Procedural Checklist

- Provide articles for Student Chapter Newsletter
- Develop Student Chapter Meeting notices

Program Committee

1. In consultation with the Chapter President, establish the Program Committee.
 - a. Two or more people who will help you secure the speaker/program participants and are responsible for all tasks relating to those programs.
 - b. Possible positions to be filled:
 1. Special Events Coordinator
 2. Weekender Coordinator
 3. Outing Coordinator
 4. Sponsor/Product Display Coordinator
 5. Holiday Party Coordinator
 - c. Have job descriptions for each task to be completed
 - d. Groom key committee members to succeed you as VP-Programs.
2. Schedule initial committee meeting
 - a. Follow the agenda, appointing a note-taker, if desired, to record action taken, follow-up needed, assignments and deadlines, etc. on the Chapter Event Planner. This information should be printed out and shared with each of your committee members.
 - b. Your Chapter should host at least 4 events each calendar year.
 - c. List meeting dates and tentative programs on the form.
 - d. Submit the committee's plans to the Student Chapter Executive Committee at its next meeting.
 - e. Prepare for your first Chapter meeting using the provided forms.
 1. Speaker Information form (Appendix A)
 2. Chapter Events Planner (Appendix B)
 3. Chapter Meeting Notice form (Appendix C)
 4. Speaker Letter of Agreement (Appendix D)
3. Present the Program Committee's plans to the Chapter EXCO for approval.
 - a. Include a meeting schedule with your next Chapter meeting notice.
 - b. Notify members of any changes through your Chapter newsletter and meeting notices.

General Programming Notes

1. The Vice President-Programs should fully inform speakers of the requirement that meeting programs be “generic.” In other words, the speaker must not use brand names, or reference specific products. (See Appendix D).
2. “Weekenders” can be educational and fun.
3. By inviting other Student Chapters and your NKBA parent chapter, you can increase your attendance, decrease your costs and build association camaraderie.
4. Contact NKBA for a copy of the Chapter Meeting Site Planner.
5. Invite your local NKBA chapter to your meetings.

Special Meetings

1. Meetings may be co-sponsored by two or more Chapters.
2. Plan a career day. Possible topics are as follows:
 1. Interviewing skills
 2. Tour design firms
 3. Tour recently completed projects
 4. Showroom tours
 5. Internship opportunities
 6. Graduate school information
 7. Panel discussion with recently hired new graduates
 8. Computer-aided design (CAD)

Points to Remember

1. Unless a lot of video or audience participation is included, it is better not to have a speaker exceed 60 minutes. Leave time at the end for questions and answers.
2. Some topics can be repeated every year:
 - Trends in the industry
 - Legislative issues
 - How to make salespeople out of designers and other staff
 - Evaluating sales people and compensating them accordingly
 - Closing the sale
 - Now that you've made the sale, the job really starts
 - Financing for growth
 - How to get the cash to flow smoothly
 - Controlling hidden costs
 - Eliminating errors
 - Building codes and how they apply
 - The importance of clear contracts, specifications, drawings and designer liability
 - How to make your advertising dollar go farther

- Alternatives to the yellow pages
- How to design a showroom that sells
- Professional perspective drawings and their value to the design
- Working with allied professionals
- Improving communication skills
- Reaching out with technology
- The Web as a marketing tool
- Using the seminar as a sales tool

Sources of Speakers

1. NKBA's Chapter Programming Guide is available on the **NKBA Volunteer** section of the NKBA Web site. The Guide lists by topic speakers, bios, programs, and region.
2. Check NKBA's Web site, Industry Center, Chapter Meetings to see what upcoming program they're offering.
3. Those individuals teaching the NKBA schools in your area may be able to schedule a presentation at your Student Chapter. Contact NKBA Professional Programs Department for the proper procedures, arrangements and costs.
4. Many members of the Association's Boards and Committees are willing to speak to your Student Chapter.
5. Utilize your local NKBA Chapter members who have spoken at the National Kitchen & Bath Conference® or for another Student Chapter or group.
6. Other speakers may be located through consumer/trade publications, related associations, related firms, television/radio stations, the state or federal government, universities (particularly faculty at endorsed colleges), banks, public utility companies, civic groups, professional speaker groups or companies.

**IT IS STRONGLY RECOMMENDED THAT YOU
ASK FOR REFERENCES FROM THE
SPEAKER. CHECK REFERENCES TO VERIFY
THAT THE PROGRAM AND DELIVERY WAS
AS PROMISED**

Ask: "What other groups have you spoken to about this topic?" or "Do you know of anyone in our Association who has heard you speak?" Or, if the speaker suggestion came from a volunteer or member, ask that individual if they can provide another reference.

Sponsorship vs Advertising

Until recently, Chapters could only accept sponsorship from members and member companies. In March of 2004, the Board of Directors determined that Chapters may offer a sponsorship opportunity to a non-member company or individual, on a one-time basis only, to all non-members to experience the benefits of NKBA membership. This policy does not apply, however, to companies that are not affiliated with the kitchen and bathroom industry.

Qualified sponsorship payments include monies given to your Student Chapter by any person or company engaged in a trade or business in support of a particular event or activity, for which the corporation does not expect a substantial return benefit. Advertising is taxable.

Under the sponsorship rule, you may use or acknowledge the sponsor's name, logo, or product line in connection with your activities as long as there is not qualitative or comparative description of the sponsor's facilities, products, services or company.

You may include a sponsor company's locations, their logo, website and telephone numbers in your newsletter or meeting announcement. You may include value-neutral descriptions including displays or visual depictions, of a sponsor's product line or services. To clarify, this means that you may say, for example "ABC Appliances distributes Maytag and Kitchen Aid appliances." You may **not** say "ABC Appliances is the leading distributor of Maytag and Kitchen Aid Appliances in the tri-state area."

In contrast, advertising payments are payments for which the corporation would receive a return benefit. Advertising is subject to unrelated business income tax.

Advertising includes some of the components of a sponsorship and goes a step further to induce the individual reading the advertisement to purchase, sell, or use the company's products or services. There maybe references to how much better the company or its products and services are than any other. This is referred to as qualitative or comparative language.

Advertising may contain pricing information, or highlight savings, or include value statements or an endorsement of a company's products or services.

It is important, however, that advertising in an NKBA publication NOT appear to be an NKBA endorsement of a company, a product or service. In other words an advertisement should not say "The NKBA ABC Chapter recognizes the Smith Company as the number one appliance dealer in the area".

Speaker/Program Planning and Meeting Notices

1. Contact the speakers or participants as soon as the schedule has been established:
 - Discuss the topic they are planning to present.
 - Schedule the program date.
 - Agree in writing on the honorarium or other expenses that you will pay, e.g., lodging, transportation and audiovisual.
 - Send them a speaker information form and Speaker Letter of Agreement and request that it be returned within two weeks.
 - Ask them for a resume or biography, which you will use in preparing the meeting notice, introduction, etc.
2. Three months before a planned program: Contact the planned speaker if you have not received the Speaker Information form and Speaker Letter of Agreement. Confirm that the speaker still has the date on his/her schedule. Get all the other information on the form so that you can write the meeting notice.

Facility Arrangements

1. Contact your Supported/Accredited Program Coordinator to see if the college has a meeting space that will meet the physical needs of the Student Chapter.
2. If you use an outside meeting site, check the facility to make sure it meets your needs.
3. Negotiate the financial terms and reservation deadlines.
4. If a location will be used regularly, and your Chapter schedules the Executive Committee meeting prior to the meeting, the meeting room may be obtained at no charge.

Audiovisual Equipment: Audiovisual equipment is available to rent at most hotel facilities. Your college may let you use their 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 list of calendar of events.

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.

It is a good idea to have the Student Chapter 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 Executive Committee meetings; a reserved table for EXCO members gives the impression of elitism, which is divisive.

Design, Production and Distribution of the Student Chapter Meeting Notices/Newsletters

Distribute a hard copy of your meeting notice to your student chapter members and prospective members. Also send, via email, that has an email address on record, two weeks prior to the meeting date.

Make sure you use the NKBA logo on your student chapter meeting notices and newsletters. It is part of the NKBA Strategic Plan to build consumer awareness and brand recognition and we do that through consistent use of the NKBA logo.

Please don't hesitate to contact **Linda Minion, Region and Chapter Coordinator**, if you have meeting notice questions.

Chapter Meeting Information Form (Our NKBA Chapters Follow This Format)

1. **At least six weeks** prior to a Chapter meeting, submit the Chapter Meeting Information.
2. Send out a Chapter meeting notice to members and prospects four weeks in advance of a meeting, and follow up with an email reminder approximately 2 weeks before the meeting.
3. **Prepare the Meeting Notice**
 - Start off with an attention-getting headline.
 - Write a short but motivating paragraph that will catch the reader's interest.
 - State the facts: name of person speaking, company, title.
 - End with a "call to action", e.g., "Attend this meeting and find out how..."
 - Include the Chapter name, meeting site, directions to the meeting site, phone number at the meeting site, date and time.

Meeting Checklist

Six Weeks Prior To Meeting

At this point you have:

- the program lined up;
- sent the meeting notice to student members;

- sent a follow-up letter verifying arrangements to the speaker;
- made lodging and transportation arrangements for the speaker, if needed; and
- confirmed facility and food arrangements.

Day of the Meeting

1. Arrive early.
2. Check
 - Are the signs clearly visible so people will go to the proper room quickly or will they have to ask for directions?
 - Have all facility's arrangements been handled as specified, including the hanging of the banner?
 - Is the area neat? Have things moved if they are in the way or unsightly.
 - Is the audiovisual equipment in place? Is it ready to just flip the switch? Is the projector lined up with the screen? Can everyone see?
 - Do you know where the light switches are located?
 - Do you know how to correct a temperature problem?
 - Podium: Is the microphone working? Is there water for the speaker?
3. Meet the speaker. Go over the introduction. Verify pronunciation of the speaker's name. Check if appellations or titles should be used, such as CKD/CBD or if they prefer Dr. or Ms. Determine if taking pictures during the presentation is permissible.
4. Introduce the speaker to Officers and members.
5. If a dinner meeting, make sure the speaker has a dinner partner who can make introductions at the table.
6. Membership/Greeter's Table. Make sure name badges, evaluation forms, other program materials, etc. are available.
7. Welcome sponsors and make sure their exhibit needs are met. Remember to thank the sponsors during the business portion of the program.

Other Officers' Responsibilities

President:	Agenda
Treasurer/Secretary:	Name tags, verify number of meals needed, pay bills

During the Meeting

1. 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.
 - Inform the audience about the upcoming programs, and especially promote the next one.
2. Introduce the speaker.
 3. The President publicly thanks the speaker.
 4. Remind attendees to fill in and return the program evaluation forms.

Immediately Following the Meeting

Upon conclusion of the program thank the speaker, sponsor and hotel staff.

Day after the Meeting

Send a thank you letter to the speaker.

Sponsor/Product Display Coordinator

1. Makes all arrangements necessary to provide sponsors for Chapter functions.
2. Assures the policies relevant to sponsors are enforced.

IMPORTANT: 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.

The NKBA Policy Manual specifically states:

- a. Participation by NKBA members as sponsors may be solicited and publicized.
- b. 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 must be provided. Comparative presentations at the same meeting are recommended.
- c. 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.

- d. NKBA has permitted that a **non-member company may sponsor one Chapter meeting** in order to see the benefit of membership, otherwise:
- e. *Only active NKBA member companies or individuals may sponsor or host Chapter meetings.*

Additional Guidelines

- At no time should "Product Night" or "Table Top" evenings be advertised or referred to as "mini shows" or "trade shows".
- Maintain a file with product exhibitors' worksheets, schedule worksheets and commitment forms.

Product Nights

1. Product nights may be an excellent way for the Student Chapter to provide technical education and product and service demonstrations to its members. Additional benefits to the Chapter include the possibility of increased attendance, and greater participation by the sponsors in the Chapter.
2. Formats
 - a. Adaptation of the standard meeting format that has attendees viewing the exhibits after dinner.
 - b. Chapter meeting with a buffet set up, so people can eat while they view displays.
 - c. Product display, social hour, followed by a regular meeting using some of the sponsors to talk generically about products such as countertops: solid surface vs. stone vs. laminate.
 - d. Some cautions:
 - Give equal opportunity to all the sponsors, who must be NKBA members.
 - Because of NKBA's contract with the K/BIS[®] cosponsor, the words "mini show" or "trade show" may not be used.



Student Chapter Speaker Information Form

Name: _____

Title: _____

Company: _____

Address: _____

City, State/Province, Zip/Postal Code: _____

Phone (days): _____ Phone (nights): _____

Fax: _____ E-mail: _____

Best time to reach: _____

Title of presentation: _____

Time needed: _____

Overview of presentation: _____

What questions of the audience will this presentation answer? What behaviors will it help them to evaluate? What methods might you propose they institute? What other specific objectives would you like the presentation to achieve?

Equipment Needed:

Microphone: _____ at Podium _____ Lavalier Microphone _____ Long Cord

Projector: _____ Remote _____ 35mm Carousel _____ Overhead

_____ Opaque Projector _____ LCD Projector

TV _____ VCR _____ Computer _____

Screen _____ Easel _____ Flip chart _____ Pointer _____

Markers _____ Chalkboard _____ Other _____

Transportation Needed: _____

Lodging Needed: _____

Arrival: _____ Departure: _____

Please write a brief statement that can be used as your introduction, giving your background in the area you will be addressing, as well as other qualifications you feel are important:

Expenses and Fees

Speaker's Fee: \$ _____ Transportation: _____

Lodging: \$ _____ Other: _____

(Detail OTHER Expenses and Fees Below):

Appendix B



Student Chapter Events Planner: Year ____

Chapter

Please use this form to plan your next Chapter meeting program for the year, including Chapter Meetings, Educational Programs/Seminars, and Special Events.

Month - Date	Tentative Program Speaker	Meeting Location
JAN		City: _____ Site: _____
		City: _____ Site: _____
FEB		City: _____ Site: _____
		City: _____ Site: _____
MAR		City: _____ Site: _____
		City: _____ Site: _____
APR		City: _____ Site: _____
		City: _____ Site: _____
MAY		City: _____ Site: _____

		City: _____ Site: _____
JUN		City: _____ Site: _____
		City: _____ Site: _____
JUL		City: _____ Site: _____
		City: _____ Site: _____
AUG		City: _____ Site: _____
		City: _____ Site: _____
SEP		City: _____ Site: _____
		City: _____ Site: _____
OCT		City: _____ Site: _____
		City: _____ Site: _____
NOV		City: _____ Site: _____
		City: _____ Site: _____
DEC		City: _____ Site: _____
		City: _____

Fax: _____

\$ _____
Nonmember

**** Program/Speaker Information ****

Topic / Title: _____

Where did you learn about this program / speaker?

NKBA Staff/Volunteers Chapter Program Guide NKBA Web Other Chapters

This meeting is a: Speaker Presentation Panel Discussion
 Round Table Table Top/Product Night
 Weekender Other: _____

Theme of the topic / program is:

Business Management Customer Service Design
 Industry Trends Installation Management Marketing/Promotion
 Motivational Product Trends Salesmanship
 Universal Design Other: _____

Briefly describe what participants will learn by attending:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Additional description (if necessary):

Speaker's Name: _____

Title: _____ Firm Name: _____

City/State or Province: _____

Phone #: _____ Fax #: _____ E-mail: _____

<p style="text-align: center;">NKBA SPEAKER LETTER OF AGREEMENT</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">[Program Name]</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">[Location, City, State]</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">[Date of Program]</p>
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1. I agree to present the following session:
 - a. Title: _____
 - b. Time: _____ to _____
 - c. I will address the title and topic information as requested.
2. I understand that in order to provide the participants with handouts for the session, I will need to comply with the submission deadlines listed.
3. During my presentation, I will not engage in any type of promotional marketing or selling of any product or service.
4. I agree to notify the Center's program manager immediately in the event that an emergency should prevent me from meeting my obligation as a speaker.
5. I grant to the _____ Chapter of NKBA a nonexclusive, irrevocable worldwide license to use, reproduce, make derivative works, publish, distribute, and/or sell the recording, transcript, and/or handouts and related materials of my presentation. I understand that this license does not prohibit me from using my presentation in the future in my own professional or personal work.
6. I warrant and represent that, to the best of my knowledge; nothing in my presentation violates any proprietary or personal rights of others (including, without limitation, any copyright or privacy rights); is factually accurate, and contains nothing libelous or otherwise unlawful.

7. I further warrant and represent that my presentation is my own original work, that I have the authority to enter into this Agreement, and that I am the sole copyright holder or that I have obtained all necessary permissions or licenses from any persons or organizations whose material is included or used in my presentation.
8. I will be responsible for all travel arrangements and expenses that I incur. I understand that I will not receive any royalty, honorarium and reimbursement of expenses or other compensation from the _____ Chapter of NKBA.
9. I authorize the _____ Chapter of NKBA to use my name, likeness, photograph, and biographical data in connection with the use and promotion of the conference and my presentation.

By signing this Speaker Letter of Agreement, and based on mutual consideration, I hereby understand and agree to the above conditions as listed.

Speaker

Date

Please fax signed agreement by _____ [Due Date], to _____ at _____ [Phone Number].