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VP Finance *Treasurer

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Director SITE SoCal Advisory Council

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Executive Director

James Vertovec, CMP
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Dear Members of SITE SoCal,

Can you believe it? We are at that time of the year where we start looking to our members to join the SITE SoCal Board of Directors for 2023. The events and accomplishments this year are amazing! We feel fortunate to have the strength and support of our enthusiastic and dedicated members. We are SITE SoCal and have become STRONGER TOGETHER because of YOU.

Our SITE SoCal Board of Directors are constantly working to provide more opportunities for you so that you can maximize the benefits of your SITE SoCal membership. Volunteering is something that brings me such joy and satisfaction and I'm so excited and honored to be your President in 2023.

SITE SoCal is the largest chapter in the SITE global organization, and we continue to grow with over 300 members. This is an active Board of Directors that requires participation from all leaders involved, to support each other and our members.

A brief overview of position descriptions can be found on the nomination form. More information and details on what each position entails will be discussed during the interviews that the nominating board will conduct with potential candidates. Please know that if time does not allow for your full commitment to the Board of Directors at this time, we will be announcing committee roles and volunteer opportunities for project-based tasks soon. Board nominations are due by September 19th and phone interviews will take place during the first few weeks of October. The preliminary date for the results of the nominations is October 28th. A board retreat is planned tentatively for January and all new board members will be strongly encouraged to attend.

Evan Christman (Immediate Past President) will be heading up the nominating group comprised of myself, Jamie Lee Tiffany (President), Darrell Benning, Brigitte Lundrigan, and facilitated by our Executive Director, James Vertovec. Many thanks to these dedicated individuals for their time and support to find a great chapter leadership team for 2023.

We look forward to hearing from you and welcome your contributions to the continuing story of SITE SoCal.

Sincerely



Liz Smith
VP of Sales & Marketing, Partner
Eight One Events
SITE SoCal Board of Directors, 2023 President Elect



**Board of Directors
2023 Nomination Form**

I would like to nominate myself or would like to recommend the following individual for the Nominating Committee's consideration as a candidate for the 2023 SITE SoCal Board of Directors. As a reminder, only current SITE SoCal members are eligible.

Nomination Form return deadline: 9/23/2022

Please print or type all information.

Name:

Title:

Company:

Address:

City:

State:

Zip:

Phone:

Fax:

E-Mail:

SITE Member Since:

SITE SoCal Chapter Since:

SITE Membership #:

Planner Supplier CMP CMM CITE CIS CITP Other

Nominee's SITE Background and Qualifications:

- 1) SITE SoCal Committee and/or Board Positions: (list dates and past positions)

- 2) Other Professional Affiliations: (list dates and past positions)

- 3) What do you see as the single most important issue or concern facing chapter members during the next 1-3 years? (please give 2-3 bullet points)

- 4) What specific leadership traits do you feel are your strengths? Please describe one of your major achievements in this area.

- 5) As a Board Member, please state how you feel your leadership qualifications and chapter experience could contribute to benefit the chapter. What do you hope to accomplish?

- 6) Please describe any prior experience managing and motivating others.

- 7) Why do you wish to serve on the SITE SoCal Board of Directors? Why is serving important to you and what do you have to gain from your leadership role?

Please sign below indicating your agreement to serve if selected, and confirming the full support of your employer for your time commitment.

Candidate Signature

Date

Please email this form by 9/23/2022 to: info@SITEsocal.com Subject: 2023 Board Nominations

If you have questions, please call James Vertovec, SITE SoCal Executive Director - 951-303-0044

2023 Board of Directors Roles and Responsibilities

GENERAL PRINCIPLES

Board members are to represent the interests of the members while directing SITE SoCal, and do so within the boundaries of the law.

Board members must:

1. **Practice Due Diligence:** Act reasonably and wisely, keeping the best interests of SITE SoCal and its members top of mind;
2. **Practice Loyalty:** Keep the interest of SITE SoCal your primary focus, and never use your position as a Board member to further your own personal interests;
3. **Practice Obedience:** Govern SITE SoCal within the bounds of any laws, policies, by-laws or regulations that apply to it.

GUIDELINES

The following guidelines set out the expectations for SITE SoCal Board members.

1. One Voice

The Board recognizes, in fact invites, diverse opinion. However, when interacting with the public, media, membership or other entities, Board members must not speak for the Board unless formally given such authority. If designated this authority, the Board Member will be expected to reflect the Board's view, position, policy or decision.

2. Ethical Conduct

Board members are expected to conduct themselves in an ethical and professional manner that avoids real or perceived conflicts of interest.

3. Care, Diligence and Skill

Board members will exercise the degree of care, diligence and skill that a reasonably prudent person would exercise in comparable circumstances.

4. Confidentiality

Board members will maintain all information they receive respecting proceedings of the Board in the strictest of confidence and will comply with all privacy legislation applicable to the operations of SITE SoCal.

Officer/Vice President Job Descriptions

(Estimated time commitment 20-30 hours per month, depending on position)

President-Elect

- In the absence of the President, or the President's inability or refusal to act, the President-Elect shall perform the duties of the President, and when so doing, shall have all of the powers of and be subject to all the restrictions upon the President. On the first day of the next succeeding fiscal year of SITE SoCal after taking office, the President-Elect shall automatically assume the Office of President. The President-Elect shall perform such other duties as may be prescribed by the President, Executive Committee and/or Board of Directors. The President-Elect position is the start of a 3-year commitment covering President-Elect, President, and Immediate Past President.

- The President-Elect works closely with the President to help achieve his or her goals and strategic plans for the year
- At the direction of the President, this person may take on special projects or work closely with existing board members to help develop their roles
- Help support the President while taking a leadership role in helping to manage all positions of the board and its communications
- Develop a Board Orientation/New Board Retreat program in conjunction with the SITE SoCal office
- Preside at chapter board and membership meetings, in the absence of the President
- Represent the chapter, whenever possible, at SITE's regional and/or international events
- Work with the Executive Director to ensure that all reports required by SITE are submitted accurately and on time
- Identify board members for the President-Elect's Presidency year
- Work with President and Executive Director to update and arrange for board nomination materials
- Review and revise bylaws with Immediate Past President
- Spearhead annual SITE Chapter of the Year and Excellence Award submission

VP Membership

- Focuses on member retention and continuously working to adding benefit to SITE SoCal membership
- Partners with Director of Membership to build and manage committee initiatives and provide guidance, support and connections where needed in order for committee members to succeed
- Works with VP Events and Director Program Logistics to secure annual Member Only Event
- Works directly with Director of Membership & Committee Development to support existing and new members, generating new membership through all communicative means
- Coordinate with Young Leaders to streamline member-retention strategies
- Supports and creates opportunities for membership involvement
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Generate new memberships through all communicative means
- Retain members by engaging them right away onto committees
- Communicate with SITE SoCal office on any new members or any literature that needs to be sent
- Work with Director of Membership to engage members and provide platform for new members, such as Task forces, Advisory Councils, or regular committees
- Report Membership statistics to board and SITE SoCal Members
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent

Director Membership Recruitment & Coordination

- Encourage non-members to join SITE
- Develop a system to follow up with all new non-member contacts
- Greet all members at Registration for all our events
- Supports VP Membership in effort to execute annual Member only event to create added incentive for new members to join SITE SoCal
- Request new-member report from Executive Director monthly and welcome all new members via email
- Coordinate the "New Member Spotlight" program with social media committee/VP Communications
- Coordinate with Young Leaders Membership Chair to streamline member-recruitment strategies
- Partner with President Elect on building the SITE Leadership Council and create ways for more members to be involved, identifying leaders to support succession plan
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent

VP Events

- Responsible for securing venue space and negotiating contracts for all SITE SoCal events for 2023
- Keep all RFP's current and engage with bidding venues to assist with questions and movement toward booking events
- Create and, or assume responsibility for an existing, events committee
- Provide marketing content to the SITE SoCal office and Communications committee
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent

Director of Event Sourcing

- Work closely with VPs of Events, Communication, Sponsorship, Membership and Education to determine needs for all SITE SoCal events
- Review hotel or venue contracts with VP Events
- Complete the event profile form and send on to VP Events for review
- Send approved event profile form to the Executive Director for the Event registration
- Liaise with hotel or host venue on any needed guestrooms, F&B, AV, etc.
- Review menus with hotel to make sure quality and presentation will help showcase hotel's culinary expertise
- Arrange with Executive Director for any special signage
- Produce PowerPoint or similar for lunch
- Produce timeline for events
- Liaise with hotel on site to make sure lunch program runs smoothly
- Work with Holiday Event Planner and Executive Director as liaison and support
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent

VP Education

- Create an Education budget for the year
- Coordinate the development and presentation of chapter education programs
- Oversee educational program activities for the chapter
- Research topics, program formats, speakers and facilitators for educational lunches, Global Meetings Month, and all programs in need of educational elements for SITE SoCal
- Create a, or assume responsibility for an existing, education committee
- Present findings to the board for input and financial approval
- Work with speakers on content, format and logistics, utilizing professional speakers whenever possible
- Identify qualified chapter members to present
- Produce and manage educational content for Global Meetings Month
- Work with VP Young Leaders to develop educational content for Young Leaders
- Create strategy to provide a framework for educational content on cutting edge topics
- Research new ways of conducting meetings in keeping with new and future trends
- Provide appropriate recognition for program speakers and others
- Provide marketing content to the SITE SoCal office and Communications committee
- Develop education survey to find out what content members are interested in, coordinate review of survey results for all chapter programs
- Provide suggestions to SITE Global for speakers from the chapter for SITE Conferences, speaker database, and other events
- Contact other SITE chapters to share speaker ideas and possibilities
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent

VP Charities

- Provide Community Outreach marketing content to the SITE SoCal office and Communication committee
- Research charities to support at educational programs throughout the year (1 per event or 1 per year)
- Make all arrangements for a charity representative to attend events
- Obtain a wish list of donations and make arrangements for that to be sent out to the data base
- Engage with the charity representative on site and make sure they are taken care of
- Research charities for the holiday event by sending out email to the chapter data base and by personal recommendation
- Create a, or assume responsibility for an existing, community outreach committee
- Carefully review all submissions received from non-profit organizations, adhering to the guidelines as approved by the board
- Make preliminary progress reports to the board
- Advise all charities of the decision made
- Work with winning charities to obtain marketing materials
- Work with Executive Director and Holiday Event team to make sure all materials received
- Advise charities on arrangements for attending Holiday Event
- Act as “host” during the Holiday Event to make sure charity representatives are looked after
- Notify charities of date of installation where donation checks are distributed
- Follow up with winning charities to obtain quarterly reports on how donated money has been used
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent

Director of Young Leaders

- Ideally a SITE Young Leader professional who has been actively involved with the SITE SoCal Young Leaders program
- Serves as liaison for the SITE Young Leaders Committee with the SITE SoCal Board and SITE Global office to support the chapter succession plan and ensure committee members receive the assistance they need
- Develop and execute brand strategy for SITE SoCal Young Leaders program
- Appoints SITE Young Leaders Chair and works with this person to develop and manage committee initiatives and provide guidance, support and connections where needed in order for committee members to succeed
- Identify and secure sponsors for the SITE SoCal Young Leaders Program
- Provide Young Leader content and/or engagement for each meeting or special event, encouraging participation from Young Leaders and all SITE SoCal Members
- Work with communications team to provide timely updates and promotions of Young Leader opportunities and activities for future events
- Works with appointed SITE Young Leaders Chair to make arrangements to coordinate booking space and timelines for Young Leader events
- Prepare agenda and coordinate monthly calls with the Young Leaders committee
- Provide and update value documents that promote the SITE SoCal Young Leaders program
- Assist in developing programs and events schedule
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent

VP Sponsorship

- Generate sponsorships for each event and overall chapter
- Works with VP and Director of Sponsorship to build and manage committee initiatives and provide guidance, support and connections where needed in order for committee members to succeed
- Confirms new sponsorships that VP and Director of Sponsorship have identified as high potential
- Communicate with Chapter President and with SITE SoCal office regarding all sponsorships
- Provide a list of the final donors for the year
- Ensures Chapter President has communicated with all sponsors once confirmed
- Keep a cordial relationship with sponsors to encourage future commitments
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent

Director Sponsorship Development & Coordination

- Support VP Sponsorship on all goals and objectives set forth
- Identify sponsorship opportunities for each event and overall chapter with VP Sponsorship
- Communicate with VP Sponsorship and with SITE SoCal office regarding all sponsorships
- Confirm, follow-up and ensure the sponsors are receiving benefits as promised
- Keep a cordial communication with sponsors to encourage future commitments
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent

VP Finance

- Have custody of the chapter funds and securities
- Maintain full and accurate records of all assets, liabilities, receipts and disbursements in chapter books
- Deposit all monies, securities and other valuables in the chapter's name in accounts designated by the Board
- Create a, or assume responsibility for an existing, finance committee
- Account to the president and directors for all transactions and prepare a report of the chapter's financial position
- Disburse chapter funds with proper authority
- Submit a quarterly financial report to SITE Headquarters with SITE SoCal office as required
- Create and manage individual event budgets
- Perform such other duties requested by the president or Board
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent

VP Marketing (Secretary)

- Communicate and network with the trade and business press on a regular basis. Create and distribute press releases on a regular basis to promote the Chapter
- Advise and co-ordinate Brand compliance throughout the board communications
- Contribute to the website design and provide input to design and content. Contribute suggestions for website improvement as needed. Continuously monitor website for accuracy and content, making sure all information is kept up to date.
- Work with the independent contractor for social media to create a social media strategy for the chapter
- Provide opportunities for members to exchange expertise and communications with SITE and other incentive and travel industry professionals
- Develop innovative and professional communications programs

- Provide programs for discussion of issues relating to SITE and the motivational experiences industry
- Publish quality blogs and/or newsletters with information relevant to member needs, or of interest to the general business community
- Promote an awareness in the local general business press of the importance of incentive travel
- Create a, or assume responsibility for an existing, communications committee
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present when absent
- Submits all Chapter events to SITE Global calendar
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President-Elect

Director of Leadership Development

- Serve as Liaison for the SITE BOD to support the chapter succession plan.
- Ensure members receive the volunteerism opportunities they request.
- Manage volunteers and provide opportunities for giving back to the chapter and furthering the strength of the chapter.

VP of Strategic Relationships

- Will work as a liaison between in-kind partnerships and donations for events throughout the year.
- Partner with sponsorship team to secure in-kind sponsors that highlight and provide value and enrichment to the chapter.
- Act as the main point of contact for all hosted buyers of SITE SoCal events.
- Work with sponsorship and events team with details regarding the needs of the relationships to ensure all needs are being met.

Director of Advisory Council

- Ideally a SITE Advisory Council professional who has been actively involved with the SITE SoCal Advisory Council program
- Serves as liaison for the SITE Advisory Council Committee with the SITE SoCal Board and SITE Global office to support the chapter succession plan and ensure committee members receive the assistance they need
- Develop and execute brand strategy for SITE SoCal Advisory Council program
- Identify and secure sponsors for the SITE SoCal Advisory Council Program
- Provide Advisory Council content and/or engagement for each meeting or special event, encouraging participation from Advisory Council and all SITE SoCal Members
- Work with communications team to provide timely updates and promotions of Advisory Council opportunities and activities for future events