
Required CAB Positions

Chapter President

A chapter president is one of the three (3) elected and required positions on the Chapter Advisory Board (CAB). This person serves as the official representative and presiding officer of the chapter and has the overall responsibility to keep it running efficiently and effectively for the good of all chapter members and the ASG organization.

The responsibilities of a chapter president are the following:

- Act as the primary link between the chapter, ASG national headquarters, and other chapters.
- Ensure the good reputation of the chapter by keeping the chapter in compliance/good standing.
- Provide all CAB members with job descriptions and ASG website Leadership Only area access (password and username).
- Preside at all chapter meetings and CAB meetings, including:
 - Preparing and distributing a detailed agenda in advance of each CAB meeting.
 - Arranging for another presiding officer for CAB meetings in her/his absence, asking, in order, the first vice president, the second vice president (if the chapter has these officers), the treasurer and then the secretary.
 - Proofing, reviewing, and approving the minutes before they are distributed to the rest of the CAB for approval.
 - Initiating and supervising, with the assistance of the CAB, the planning and implementation of chapter business, programs, and projects.
 - Setting the tone at chapter events appropriate to the occasion.
- Exercise financial responsibility for the chapter, including:
 - Reviewing finances with the treasurer via the monthly treasurer's report.
 - Signing the signature card for all chapter bank accounts.
 - Signing chapter checks, as required.
 - Working with the treasurer to develop the annual budget and submitting it to the CAB for approval.
 - Ensuring that all chapter financial reports are submitted to headquarters on time.
 - Signing all contracts.
 - Initiating steps, with the rest of the CAB, to decrease expenses or increase income if the chapter is facing financial difficulties.
 - Informing neighborhood/special interest group leaders of financial policies and working with them to ensure chapter financial goals are met and procedures followed.
- Encourage participation of chapter members in running the chapter:
 - Work with the rest of the CAB to identify and appoint committee chairs.
 - Serve as an *ex-officio* member of each committee established by the CAB.
 - Ask and encourage chapter members with skills to chair or join committees and run for CAB positions
- Ensure good communications occur, by:
 - Writing a column for each issue of the newsletter.
 - Proofreading and giving final approval to the chapter's newsletters, chapter website, and publicity.
 - Sharing information about announcements, events, activities, programs, and services that come from other ASG chapters or from headquarters with the CAB and chapter members via the newsletter, neighborhood/special interest group meetings, monthly general meetings, email messages, or the website of the chapter.

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- Sharing chapter news with directors, headquarters, other presidents via the Chapter Presidents Discussion List, and/or the *Notions* staff.
 - Represent the chapter, including:
 - Speaking for the chapter, for example, in answering questions to the chapter from ASG national headquarters or responding to newspaper reporters.
 - Appearing at community events, if asked.
 - Attending the ASG national conference, if possible.
 - Casting the corporate vote for the chapter in any matters brought before the corporation at the Annual Meeting of Corporate Members, if the chapter is chartered and in compliance/good standing.
 - Call special meetings of the CAB, its committees, or the general membership when necessary.
 - Encourage constant outreach to the community so that others may enjoy the benefits of ASG membership.
 - Work with the treasurer to file the CAB/Banking Information Form with ASG national headquarters. File the same form each and every time one of the three (3) required CAB members or newsletter editor changes (see page C-v for the CAB/Banking Information Form)

The president **shall not** chair the nominating committee for annual elections.

The president is the chief representative of the chapter at the ASG Annual Meeting of Corporate Members. As the only chapter representative eligible to cast the chapter's vote, it is strongly suggested that the chapter budget funds for the president to attend. The chapter's finances will determine the extent to which the chapter may be able to cover the cost of attendance.

Associated Topics and Information

- "Duties of the CAB," on page 7-2 ,and "Responsibilities of all CAB Members," on page 8-2.
- *Chapter President's Guide*, downloadable from the Leadership Only area (Manuals/Guides tab) of the ASG website, www.asg.org.
- Electronic Communications Tip Sheet, on page B-viii.

Treasurer

The treasurer is one of the three (3) elected and required positions on the CAB. This position is discussed in detail in the *Treasurer's Guide*.

The responsibilities of a chapter treasurer are the following:

- Serve as the financial officer of the chapter.
- Be next in line to succeed the chapter president and to take over duties of the president if the president, optional vice president(s) or secretary cannot preside at a meeting. Is also the next in line after any optional vice president(s) and secretary to fill a vacancy in the presidency for the remainder of the term.
- With the president, make sure the financial items in the Compliance/Good Standing Policy Checklist (see page 4-8) are correct and timely to keep the chapter in compliance/good standing.
- Sign the signature form at the bank for all bank accounts.
- Provide bank account information for the CAB/Banking Information Form
- Obtain the approval of the CAB for any bank account changes and supply the new banking information for the CAB/Banking Information form to the chapter president or secretary.
- Work with the president to prepare the chapter's annual budget for January 1st through December 31st of the next year. Secure approval of current CAB for the budget.
- Hold all funds of the chapter, including funds that are raised for special purposes, in approved bank accounts, and distribute as directed by the CAB.
- Verify expense reimbursement forms received before issuing a chapter check. Assure that expenses are reimbursed in accordance with the chapter's standing rules, if the chapter has them.
- Work with neighborhood/special interest group leaders on any events involving money or petty cash.
- Deposit checks and cash received into bank accounts promptly.
- Reconcile chapter accounts with bank statements each month.
- Prepare a treasurer's report each month and present it at CAB meetings.
- Prepare a quarterly Chapter Financial Report and mail, fax, or email it to ASG national headquarters on time.
- Validate monies received from ASG national headquarters against the new and renewal member listings each month.
- Possibly receive reservations and checks for chapter programs and events.
- File Form 1099-MISC and Form 1096 when required (see page 9-13).
- Provide cash at chapter events requiring it.
- Works with newsletter editor to Bill all advertising placed in the chapter newsletter, sends a copy of the ad along with the bill, and validates the receipt of payments, and liaison with Newsletter Editor.
- Keep the financial records of the chapter as required in the Records Retention Policy (see page 4-18).
- Maintain and provide a complete list of all chapter assets and their whereabouts, whether cash, bank accounts, savings accounts, equipment, or software, etc. This is discussed more fully in the *Treasurer's Guide*.

Associated Topics and Information

- "Duties of the CAB," on page 7-2 ,and "Responsibilities of all CAB Members," on page 8-2.
- "Financial Policies," on page 4-9.

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- “Form 1099,” on page 9-13.
 - CAB Banking / Information Form on page C-v.
 - Chapter Financial Report form, shown on page C-ii and downloadable from the ASG Leadership area (Forms/Reports tab) of the ASG website, www.asg.org.
 - *Treasurer’s Guide*, downloadable from the ASG Leadership area (Manuals/Guides tab) of the ASG website, www.asg.org.

Secretary

The secretary is one of the the three (3) elected and required positions on the CAB. This position is discussed in detail in the *Secretary's Guide*.

The responsibilities of a chapter secretary are the following:

- Keep the records of the minutes of CAB meetings and the chapter Annual Meeting (see page 7-7).
- Keep the minutes in the records of the chapter as required in the Records Retention Policy (see page 4-18).
- Be in line to succeed the chapter president and to take over duties of the president if the president, optional vice president(s), or treasurer -cannot preside at a meeting. Is also the next in line after any optional vice president(s) to fill a vacancy in the presidency for the remainder of the term. .
- Respond to all correspondence received by the chapter as directed by the CAB.
- Sign the official notice of the chapter Annual Meeting and provide a copy to all members in accordance with the ASG By-laws Article VI, Section 6 on page3-10. If the notice is to be published in the newsletter, provide a copy to the newsletter editor in sufficient time for it to be published at least fifteen (15) days prior to the chapter's annual meeting.
- Certify minutes of CAB meetings as necessary. Certify election results from annual meeting and submit new officers' names to the bank(s) used by the chapter as well as any government offices that require such notice.

The secretary **shall not** chair the nominating committee for annual elections.

Associated Topics and Information

- "Duties of the CAB," on page 7-2 ,and "Responsibilities of all CAB Members," on page 8-2.
- "Minutes," on page 7-7.
- "CAB Voting Via Email Guidelines," on page B-vi.
- Records Retention Policy, on page 4-18.
- "CAB/Banking Information Form," on page C-v.
- "Annual Meeting," on page 9-2.
- *Secretary's Guide*, *downloadable* from the ASG Leadership area (Manuals/Guidelines tab) of the ASG website, www.asg.org.

Optional CAB Positions

Chapters may decide to include the following CAB positions and may designate them as either elected or appointed. Such determinations should be stipulated in the chapter's standing rules

First Vice President

The responsibilities of the first vice-president may include the following:

- Working closely with the president on all chapter matters.
- Being in line to succeed the chapter president, taking over duties of the president if the president cannot preside at a meeting, or serving to complete the president's term. .
- Being a signatory on chapter bank accounts and thus being able to sign checks written by the chapter.
- Being asked to assume or share a committee chair position or being switched from assignment to assignment, depending upon the size and needs of the CAB and chapter.

If a chapter chooses to have a first vice president, there is no presumption that the first vice president will become the next president or even run for chapter president, although this position may be training for it.

The CAB and chapter may assign different responsibilities to this position each year depending upon the needs of the CAB and chapter and the talents of the person who is the first vice president.

Associated Topics and Information

- "Duties of the CAB," on page 7-2 ,and "Responsibilities of all CAB Members," on page 8-2.
- *Chapter President's Guide*, *downloadable* from the ASG Leadership area (Manuals/Guidelines tab) of the ASG website, www.asg.org.
- See committee chair positions that might be assigned to the optional second vice president, beginning on page 8-10.

Second Vice President

The responsibilities of a second vice-president may include the following:

- Working closely with the rest of the CAB on all chapter matters.
- Being in line to succeed the chapter president and taking over duties of the president if neither the president nor first vice president (if the chapter has one) can preside at a meeting, or serving to fill a vacancy in the presidency for the remainder of the term. .
- Being a signatory on chapter bank accounts and thus being able to sign checks written by the chapter.
- Assuming one of the following four committee chair positions: Education (Program) chair, Membership chair, Newsletter Editor, Special Events chair.

The CAB and chapter may assign different responsibilities to this position each year depending upon the needs of the CAB and chapter and the talents of the person who is the second vice president.

If a chapter chooses to have a second vice president, there is no presumption that the second vice president will become the next president or the next first vice president, or that this person will eventually run for chapter president, although this position may be training for those positions.

Associated Topics and Information

- ““Duties of the CAB,” on page 7-2 ,and “Responsibilities of all CAB Members,” on page 8-2.
- *Chapter President’s Guide*, downloadable from the ASG Leadership area (Manuals/Guidelines tab) of the ASG website, www.asg.org.
- See committee chair positions that might be assigned to the optional second vice president, beginning on page 8-10.

Chapter Advisory Board Committee Chairs

These position descriptions are arranged in alphabetical order.

Community Service Chair

This position is an optional CAB position. Community service is a recommended chapter responsibility; information does not need to be submitted to national for compliance/good standing. However, this information is useful for obtaining grants and donations within the community.

The responsibilities of the community service chair and committee include the following:

- Proposing and planning community service projects for the chapter and presenting them to the CAB for approval. The CAB should approve the plans for chapter-wide community service projects before they are launched, including any expenditure of chapter funds.
- Helping neighborhood/special interest groups and other chapter members plan projects.
- Possibly overseeing plans for the projects.
- Possibly arranging the distribution of completed items to appropriate people and organizations.
- Collecting statistics from groups doing community service projects within the chapter using the Community Service Tracking form (see page C-vii) -- a chapter responsibility
- Optional: Filing the Community Service Semi-Annual Report form (see page C-iv) twice a year with ASG national headquarters

Associated Topics and Information

- ““Duties of the CAB,” on page 7-2 ,and “Responsibilities of all CAB Members,” on page 8-2.
- Community Service Semi-Annual Report form, on page C-iv.
- Community Service Tracking form, on page C-vii.

Email Manager

This position is an optional CAB position, or the CAB can choose to add this duty to an elected officer's job description or that of an appropriate appointed CAB member. The chapter president initiates all messages and reminders to be sent via email. If assigned, this position would work at the direction of the chapter president.

The email manager's responsibilities include the following:

- Developing and maintaining a list of chapter members' email addresses.
- Using the list to broadcast reminders, opportunities that have developed since the newsletter was published, etc., at the request of the chapter president.
- Possibly setting up an electronic forum for members and proposing rules concerning its use to the CAB for approval.
- Possibly monitoring the chapter's electronic forum to sidestep complaining, pettiness, and flaming.

Associated Topics and Information

- "Duties of the CAB," on page 7-2, and "Responsibilities of all CAB Members," on page 8-2.
- Electronic Communications with Members Tip Sheet, on page B-viii.

Education (Program) Chair

This is one of the four (4) chairmanships that are recommended for the second vice president if the chapter has one. The education (program) chair is in charge of bringing opportunities to chapter members for learning more about sewing and for increasing their sewing skills.

The education (program) chair and committee work with the special events chair and committee to present learning opportunities that meet the needs of chapter members. The education (program) chair and committee usually have the responsibility for the programs at monthly (or regular) chapter meetings. The division of duties between the education (program) chair and the special events chair is at the discretion of the CAB.

The responsibilities of the education (program) chair and committee include the following:

- Making recommendations to the CAB for the number and content of programs for the year, by using:
 - input from members from member surveys
 - input from the CAB
 - programs designed around chapter members' talents and skills
- Planning each program:
 - Determining purpose of the program.
 - Preparing detailed cost estimate and recommending how costs will be met. Securing cab approval of expenditures.
 - Locating and booking program presenters.
 - Making travel and hotel arrangements for presenters, if needed.
 - Finding and booking suitable locations.
 - Arranging for needed equipment, such as audio-visual equipment, flip charts, tables, etc.
 - Arranging for any supplies needed, such as tickets, sample kits, etc.
 - Preparing a publicity plan with the publicity chair for programs.
- Working with the rest of the CAB to produce the programs:
 - Keeping the chapter president and CAB informed regularly on the progress of the planning of all programs.
 - If paying an individual (such as the speaker or a caterer) \$600 or more, providing information needed by the treasurer to file Form 1099-MISC.
 - Providing the newsletter editor and publicity chair with written details of programs as soon as possible to allow maximum time for promoting them.
 - Working with the retail liaison chair to develop ways to involve local retailers in the programs, if appropriate.
- Evaluating the success of programs and determine final costs, profits, attendance figures, and suggestions for improvements. Reporting this information at the next CAB meeting and placing the information in the files for future reference.
- Possibly conducting a survey of chapter members to determine their interests.
- Possibly planning educational hands-on sewing workshops and seminars, with the approval of the CAB.
- Possibly working on education of the chapter membership through newsletter articles, sewing hints, or other means, especially if not planning programs for chapter meetings.
- Possibly working with groups in the community (for example, children, teens, school groups, adult non-sewers) to provide opportunities to learn sewing, especially if not planning regular chapter meeting programs and if the chapter does not have a family and consumer science liaison.

Associated Topics and Information

- “Duties of the CAB,” on page 7-2, and “Responsibilities of all CAB Members,” on page 8-2.
- “Special Events Chair,” on page 8-27.
- “Family and Consumer Science Liaison,” on page 8-14.
- “Form 1099,” 9-13.
- “Programs for Chapter Meetings,” on page 9-34.
- Member Interest Survey samples, on page C-xvi.
- *Neighborhood Group Leader’s Guide* for a list of program ideas that could be adapted for chapter meetings. This guide is downloadable from the ASG Leadership area (Manuals/Guidelines tab) of the ASG website, www.asg.org.

Family and Consumer Science Liaison

This position is an optional CAB position. The responsibilities of the family and consumer science liaison include the following:

- Building a network of educational contacts to help keep sewing as a part of the educational process. This network might include:
 - High school and intermediate school sewing instructors
 - Vocational/technical school sewing and fashion design instructors
 - Community college/junior college sewing instructors
 - Adult education sewing and fashion design instructors
 - Cooperative extension educators who focus on sewing and fashion design
 - Fashion merchandising schools
 - Independent sewing educators
 - 4-H; Boys and Girls Clubs; Girl Scouts of America; Family, Career, and Community Leaders of America (FCCLA) groups, etc.
 - Local chapters of the American Home Economics Association
 - Quilting guilds, embroidery guilds, wearable art groups, etc.
- Encouraging participation in ASG activities by these groups and vice versa.
- Considering and helping to implement joint fashion shows, recruiting fairs, or workshops.

Associated Topics and Information

- “Duties of the CAB,” on page 7-2, and “Responsibilities of all CAB Members,” on page 8-2.

Historian

This position is an optional CAB position. The responsibilities of the chapter historian include the following:

- Acting as official keeper of the records of the activities and memories of a chapter.
- Taking photos of all chapter events.
- Possibly developing a chapter scrapbook devoted to the activities of the chapter.
- Clipping all articles from local newspapers that refer to the chapter.
- Possibly preparing displays to highlight chapter activities for events and fair booths.
- Keeping copies of all issues of the chapter newsletter in historian's files.

Associated Topics and Information

- "Duties of the CAB," on page 7-2, and "Responsibilities of all CAB Members," on page 8-2.

Hospitality Chair

This position is an optional CAB position.

The responsibilities of the hospitality chair and committee include the following:

- Working with the membership chair and committee to make all members feel part of the chapter.
- Welcoming new members and guests at chapter meetings and events.
- Possibly contacting new members in advance of the meeting to personally invite them to attend.
- Possibly providing refreshments at chapter meetings and/or special events, e.g., coffee and small pastries, etc., or recruiting others to furnish them.

The hospitality chair proposes and the CAB approves methods of paying for refreshments, if they are furnished.

Associated Topics and Information

- “Duties of the CAB,” on page 7-2, and “Responsibilities of all CAB Members,” on page 8-2.
- “Membership Chair,” on page 8-20.

Industry Liaison

This position is an optional CAB position.

The responsibilities of the Industry liaison include the following:

- Building a network of industry contacts to include national retailers, sewing machine manufacturing companies, fabric production companies, notions retailers, etc.
- Obtaining information from these organizations and sharing it with chapter members.
- Possibly receiving samples of new products for chapter's use, such as for favors, door prizes, or community service projects.
- Obtaining donations for use as raffle prizes or door prizes for chapter special events.
- Ensuring that donors are appropriately and promptly recognized and thanked.
- Possibly participating in and recruiting other members for new product testing as requested by the industry.

Associated Topics and Information

- "Duties of the CAB," on page 7-2, and "Responsibilities of all CAB Members," on page 8-2.

Librarian

This position is an optional CAB position. The responsibilities of the librarian include the following:

- If desired by the CAB and chapter, developing and maintaining a library so that chapter members can borrow sewing-related materials – books, videos, DVDs, etc.
- Proposing library procedures, rental fees, if any, appropriate borrowing periods, overdue fines, etc., to the CAB for approval.
- Proposing purchases to the CAB for approval and funding.
- Soliciting and purchasing materials as directed by the CAB for use by the members.
- Distributing the material to members as requested.
- Periodically preparing and distributing a list of library materials to chapter members.
- Inventorying materials in the library periodically to locate missing items and to eliminate obsolete items.
- Possibly working with a local retailer to establish a donated location in which to house the library for convenient access by chapter members.
- Possibly preparing written reviews of a books, videos, DVDs, etc., for inclusion in the chapter newsletter.
- If necessary and as directed by the CAB, selling, donating, or otherwise disposing of library materials when the library is no longer viable.

Associated Topics and Information

- “Duties of the CAB,” on page 7-2, and “Responsibilities of all CAB Members,” on page 8-2.
- “Library,” on page 9-17.
- Sample Library Procedures, on page C-xiii.

Member Representative

This position is an optional CAB position.

The responsibilities of the member representative include the following:

- Acting as the voice of the general membership at the CAB meetings.
- Acting as an ombudsman responsible for the “health” of a chapter.
- Working as a liaison between the chapter and another organization that would benefit from a mutual working relationship, especially if a chapter has no family and consumer science liaison.
- Exploring various issues with the general membership based on questions posed by the CAB.
- Possibly conducting an annual job performance review of the chapter president and members of the CAB, as directed by the CAB.

The member representative may be asked to substitute for a committee chair during an extended period of absence of that chair.

Associated Topics and Information

- “Duties of the CAB,” on page 7-2, and “Responsibilities of all CAB Members,” on page 8-2.

Membership Chair

This is one of the four (4) chairmanships that are recommended for the second vice president if the chapter has one.

The responsibilities of the membership chair and committee include the following:

- Maintaining up-to-date membership records for the chapter utilizing the information downloaded from ASG national headquarters.
- Providing membership lists to neighborhood/special interest group leaders and CAB members as requested.
- Keeping the membership application and membership brochure current and available and overseeing its distribution throughout the area served by the chapter.
- Welcoming and involving new members in chapter activities.
- Contacting non-renewing members to determine withdrawal reasons.
- Possibly writing a membership column for the chapter newsletter.
- Developing plans and carry out projects to increase chapter membership, working with the approval and help of the rest of the CAB.
 - May involve area retailers in membership drives.
 - May use special chapter events to meet and interest non-members.
 - May also represent the chapter at community events such as local fabric stores on a big sale day, a community yard sale, etc.
 - May host a booth at sewing expos, local fairs highlighting community nonprofit groups, malls, etc., to introduce the chapter to non-members.
- Ensuring that any membership forms and checks received by CAB members are promptly forwarded to ASG national headquarters for processing.

Associated Topics and Information

- “Duties of the CAB,” on page 7-2, and “Responsibilities of all CAB Members,” on page 8-2.
- “Membership and Growth,” on page 9-18.
- *Membership Chair’s Guide*, downloadable from the ASG Leadership area (Manuals/Guidelines tab) of the ASG website, www.asg.org.

Neighborhood/Special Interest Group Coordinator

This position is an optional CAB position.

The responsibilities of the neighborhood /special interest group coordinator include the following:

- Functioning as a liaison between the CAB and the chapter's neighborhood /special interest group leaders.
- Organizing and conducting a meeting each year of all the neighborhood/special interest group leaders to enhance their leadership skills and share program ideas.
- Helping neighborhood/special interest group leaders with program ideas and coordinate members who will present programs to various neighborhood /special interest groups.
- Initiating new neighborhood/special interest groups as the need is identified or as membership growth dictates.
- Possibly coordinating a column for the chapter newsletter on neighborhood/special interest group activities and future meeting topics.
- With assistance, and at the request of a neighborhood/special interest group, helping recruit a new leader.
- Coordinating the involvement of neighborhood/special interest groups in chapter activities.

Associated Topics and Information

- "Duties of the CAB," on page 7-2, and "Responsibilities of all CAB Members," on page 8-2.
- "Neighborhood Group Leaders' Meeting," on page 9-23.
- "Neighborhood/Special Interest Group Leader," on page 8-22.
- "Neighborhood/Special Interest Groups," on page 9-24.
- Neighborhood/Special Interest Group Policy, on page 4-11.
- *Neighborhood/Special Interest Group Coordinator's Guide*, downloadable from the ASG Leadership area (Manuals/Guidelines tab) of the ASG website, www.asg.org.
- *Neighborhood/Special Interest Group Leader's Guide*, downloadable from the ASG Leadership area (Manuals/Guidelines tab) of the ASG website, www.asg.org.

Neighborhood/Special Interest Group Leader

This is not a CAB position. The position description is included here for the reader's convenience.

Neighborhood/Special interest group leaders may be selected by common consent of the group, elected by the neighborhood/special interest group, or volunteer, depending on the group and the traditions of the chapter. This position does not have a term limit, except as stated in a particular chapter's standing rules.

Leadership responsibilities may be shared, and a committee formed within the neighborhood/special interest group as outlined below.

Responsibilities of neighborhood/special interest group leaders include the following:

- Presiding at neighborhood/special interest group meetings to maximize enjoyment and learning experiences.
 - Guiding the group in planning neighborhood/special interest group programs.
 - Occasionally presenting a program to the group, as requested.
 - Involving guests and new members in the meeting and the ASG.
 - Handling group dynamics to allow all members to be heard, to be shown respect, and to enjoy the meeting.
 - Being responsible for the logistics of the meeting, such as meeting location, with help from the whole group.
- Being responsible for the group's petty cash fund, if it has one.
- Functioning as the liaison between the neighborhood/special interest group and the CAB, through the neighborhood/special interest group coordinator, if the chapter has filled this position.
 - Attending the neighborhood/special interest group leaders' meetings.
 - Submitting information concerning the neighborhood/special interest group's activities and schedule to the newsletter editor in a timely manner.
 - Announcing chapter functions at each meeting and encouraging participation in chapter events and leadership.
- Serving as an ASG contact person for interested new members and guests.
- Maintaining and update lists of current neighborhood/special interest group attendees and providing these lists to the next group leaders.
- Forming committees within the neighborhood/special interest group, as needed, to:
 - Form car pools for chapter events or neighborhood/special interest group meetings.
 - Secure publicity for neighborhood/special interest group meetings in local mass media and retail stores.
 - Organize refreshments if requested.
 - Plan and work on neighborhood/special interest group community service projects.

Associated Topics and Information

- "Neighborhood/Special Interest Group Leader," on page 8-22.
- "Neighborhood/Special Interest Groups," on page 9-24.
- Neighborhood/Special Interest Group Policy, on page 4-11.
- *Neighborhood/Special Interest Group Leader's Guide*, downloadable from the ASG Leadership area (Manuals/Guidelines tab) of the ASG website, www.asg.org.

Newsletter Editor

This is one of the four (4) chairmanships that are recommended for the second vice president if the chapter has one. The newsletter editor must understand the Chapter Newsletter Policy (see page 4-13)

The responsibilities of the newsletter editor include the following:

- Planning newsletter production:
 - Chapters shall publish a minimum of four (4) newsletters per year, evenly distributed throughout the year (such as quarterly), as stated in the Chapter Charter and Letter of Agreement. **This is a Compliance/Good Standing Policy item.**
 - Coordinate newsletter schedule with rest of the CAB to accommodate the election process and major chapter events so that chapter members can get appropriate notice.
 - Develop procedures to produce, print, and distribute the newsletter.
 - Form committee(s) to help with distribution and other tasks, as needed.
- Conferring frequently with the chapter president and other CAB members to get articles, information, and to allocate newsletter space.
 - Editing all copy for content, length, spelling, grammar, and punctuation.
- Obtaining approval from the chapter president for each issue of a chapter newsletter/publication prior to its printing and/or copying.
- Ensuring that chapter members' privacy is protected in the newsletter.
- Working with the retail liaison to secure advertising for the newsletter.
 - If the retail liaison position is not filled, fulfilling the duties of the retail liaison with respect to obtaining advertising
 - Obtaining suitable copy from advertisers to place in newsletter.
 - Ensuring that paid advertising is *only* sewing related.
- Bringing various printing/reproductive services bids to the CAB for approval to obtain the most cost effective printer/reproduction services for the newsletter.
- Working with the printer through all phases of the printing/copying process
- Preparing mailing labels as required using the membership files located on the national website.
- Ready the newsletter for mailing – addressing, stuffing, sorting, getting ready for bulk mailing, etc. Distribution of the newsletter may be handled by a sub-committee.
 - Obtaining and maintaining the bulk-mailing permit, if applicable.
- Reporting to the CAB after each issue of the newsletter on the cost of printing, cost of mailing, advertising revenue, and the number of copies printed. Collecting this information in a file for future reference.

Chapters **must send a hard copy** or an **electronic file** (as an email attachment) of each newsletter to ASG national headquarters for each chapter's permanent file by the end of each quarter. Chapters **shall not** send links to a copy of their newsletters on a website. A hard copy of each newsletter **must** be mailed to each member of the Board of Directors unless the director has requested an electronic copy in lieu of a hard copy. Chapters should also upload their newsletter to the ASG website each time a new issue is printed/published. Members from other chapters want to know what goes on in other parts of the country and the newsletters make this possible.

Associated Topics and Information

- “Duties of the CAB,” on page 7-2, and “Responsibilities of all CAB Members,” on page 8-2.
- “Newsletters,” on page 9-25.
- Chapter Newsletter Policy, on page 4-13.
- “Retail Liaison,” on page 8-26.
- Newsletter Advertising Agreement, on page A-3.

Publicity Chair

This position is an optional appointed CAB position. The chapter president should give final approval for all publicity.

The responsibilities of the publicity chair and committee include the following:

- Developing and implementing a publicity program to obtain local media coverage for the chapter and its events and to make the chapter known within its geographic area.
- Developing an email list to submit media releases in a broadcast approach.
 - Preparing contact list for publicity sources such as local newspapers, radio stations, television stations, etc., including publication deadlines, contact names, email addresses, and fax numbers.
- Writing press releases and other publicity materials that are attention grabbing and thoroughly cover the subject being publicized.
- Developing and producing posters, flyers, and other publicity materials for chapter events as required.

Associated Topics and Information

- “Duties of the CAB,” on page 7-2, and “Responsibilities of all CAB Members,” on page 8-2.
- Media Releases Tip Sheet, on page B-ix.
- *Chapter Media Kit*, downloadable from the ASG Leadership area (Chapter Files tab) of the ASG website, www.asg.org.

Retail Liaison

This position is an optional CAB position.

The responsibilities of the retail liaison include the following:

- Acting as the primary link between the chapter and area retailers, ensuring an even-handed approach to all retailers.
- Consistently delivering the message to chapter members that good retailer relations is a two-way street – a chapter needs the retailers to have local access to fabric, notions, machines, patterns, etc., and retailers need chapter members to shop in their stores.
- Negotiating and securing discounts from local retailers for chapter members. Use the Retailer Discount Agreement on page A-6 for the agreement with each retailer. (Only the chapter president or retail liaison may negotiate discounts with area retailers.)
- Communicating with the area retailers regularly to keep them current on chapter's activities and to promote general good will between the retailer and the chapter.
- Securing paid newsletter advertising from local sewing related retailers. If a chapter has no retail liaison, the newsletter editor or chapter president may do this (see page A-3 for the Newsletter Advertising Agreement).
- Maintaining a current mailing list of area retailers, including contact names and phone numbers, both for inclusion in the chapter newsletter and for keeping in contact with retailers.
- Possibly writing a column for the chapter newsletter outlining happenings at supporting retailers' stores and/or spotlighting each retailer in turn.
- Possibly helping to request door prizes and favors for chapter events and initiating publicity and thanks for the donations.

Associated Topics and Information

- "Duties of the CAB," on page 7-2, and "Responsibilities of all CAB Members," on page 8-2.
- "Retailer Relationships," on page 9-40.
- "Newsletter Advertising Contracts," on page 9-29.
- Newsletter Advertising Agreement, on page A-3.
- Retailer Discount Agreement, on page A-6, and downloadable from the ASG Leadership area (Corporate tab) of the ASG website, www.asg.org.

Special Events Chair

This is one of the four (4) chairmanships that are recommended for the second vice president if the chapter has one.

The special events chair and committee work with the education (program) chair and committee to present fun and educational opportunities that meet the needs of chapter members. The special events chair and committee usually have responsibility for those events that are not regular chapter programs/meetings. The division of duties between the special events chair and the education (program) chair is at the discretion of the CAB.

The responsibilities of the special events chair and committee include the following:

- Developing preliminary plans for an event and recommending to the CAB for approval.
- Using the Program Production Budget Form on page C-xii first to plan the event and then to budget for the event once more details are known.
- Developing detailed plans for the event and developing a budget, including:
 - Arranging for facility/locations.
 - Securing speakers and making their travel and hotel arrangements (use the ASG Speaker Agreement on page A-7).
 - Making arrangements for other facilities, food, equipment, and personnel, as required.
 - Working with the publicity chair to develop publicity for the event.
 - Enlisting help from chapter members for the event, as required.
 - Implement the plans for the event.
- If paying an individual (such as the speaker or a caterer) \$600 or more, providing information needed by the treasurer to file Form 1099-MISC.
- Evaluating the success of each event and determining final costs, profits, attendance figures, and suggestions for improvements. Reporting this information at the next CAB meeting for the minutes and placing the information in the files for future reference.

See “Special Events” (page 9-44) for examples of the types of events the committee might plan. A committee member might be asked to take the lead for a particular event.

Associated Topics and Information

- “Duties of the CAB,” on page 7-2, and “Responsibilities of all CAB Members,” on page 8-2.
- “Education (Program) Chair,” on page 8-12.
- “Form 1099,” 9-13.
- “Special Events,” on page 9-44.
- Program Production Budget Form, on page C-xii.
- ASG Speaker Agreement, on page A-7 and is downloadable from the ASG Leadership area (Corporate tab) of the ASG website. www.asg.org.
- *Special Events Guide*, downloadable from the ASG Leadership area (Guides/Manuals tab) of the ASG website, www.asg.org.

Website Manager

This position is an optional CAB position.

The responsibilities of the website manager include the following:

- Developing the chapter website if the CAB decides to have one.
- Ensuring that the chapter president reviews the website for final approval.
- Ensuring that content complies with the ASG Chapter Website Policy (see page 4-21).
- Making changes, if any, suggested by ASG national headquarters in order to gain its approval.
- Ensuring that the chapter website links to the ASG website.
- Proposing changes in the host, style, use, and major content of the chapter website to the CAB for its approval.
- Working to ensure the privacy of all persons shown or mentioned on the website.
- Implementing a procedure to update the website to keep its contents current.

Associated Topics and Information

- “Duties of the CAB,” on page 7-2, and “Responsibilities of all CAB Members,” on page 8-2.
- Chapter Website Policy, on page 4-21.
- “Websites,” on page 9-52.