



RICHMOND, VA

# TEE IT UP WITH PAM



## Help Shape our Future!

We are putting out a call for new Board Members and Volunteers!!!

It's time for us to STEP-UP our game! We are looking for our next generation of Leaders and Volunteers that want to help establish and deliver against a new strategic plan that will take this organization to the next level.

More Networking Events, Skills and Clinic's, Competition, or Socials?? You can help decide.

Have you ever wanted to be more involved...to sit on a Board...to help shape the direction and future of this organization?? Then STEP-UP and come forward because we need you!! It's time to share your ideas and help us determine how we can continue to grow our membership and provide our members with an exceptional experience both personally and professionally.

We have 4 Board positions that are up for re-election this year: President, Membership Director, Events and Activities Director and Special Projects Director. Below is a description of these roles and all Board Positions. Please spend just a few minutes reviewing the roles and picturing how you can use your skills and make a difference helping us shape the future of this organization.

I have been on the Board for 4 years and it has truly been a rewarding experience! I have seen us move from collecting cash and checks to using PayPal and on-line bill pay. We moved away from an outdated website to an integrated calendar and we are now on Facebook, Tweeter, Instagram and Meetup. We have grown from a couple of sponsors to dozens and we planned/hosted our 3<sup>rd</sup> annual Tee-Party scramble which has allowed us to really make a difference in the lives of women through our scholarship donations. We are actively mentoring new golfers through Clinics and Skills and Scrambles and we have a variety of competitive events for the more serious golfers. We are more than just Golf!

What's next? A very bright future that you can help decide! If you think you can't...you can...and you should! It is worth every minute because you get to work with such talented women and you get to really make a difference in the community.

Please contact me directly at [pamelam.koch1@gmail.com](mailto:pamelam.koch1@gmail.com) or Heather Gillespie if you have any interest in being considered for any of these roles.

Below are the current Board positions and a brief description of roles and responsibilities:

## **Required Position for Chapter Board:**

- President
- Membership Director
- Golf and Events Director
- Marketing Director
- Finance and Records Director

## **Optional Director Positions (May be added at any time)**

- Communications Director
- Events and Activities Director
- Special Projects Director
- Additional Board positions can be added if it is in the best interest of the Chapter with a majority vote from the Chapter Board

The **Chapter President** is familiar with and understands the strategic direction of the organization, and the Chapter and is responsible for communicating that vision to the members. The Chapter President is responsible for guiding the Chapter Board and all volunteers in delivering a complete LPGA Amateur Golf Association experience in their local area. The President leads the Board of Directors in identifying high priority goals and ensures that each Board member fulfills their responsibilities. The President oversees the general Chapter operations. Key activities include:

- Directs Board members and creates a positive and productive Board environment
- Accountable for all Directors fulfillment of roles and responsibilities
- Works with the Chapter Board to identify goals for the Chapter
- Oversees general Chapter operations
- Facilitates Chapter Board meetings
- Acts as representative and spokesperson of the Board and members – internally and externally
- Ensures that Chapter offers the best membership experience in line with LPGA Amateur Golf Association standards and expectations
- Ensures that Chapter meets all LPGA Amateur Golf Association requirements and Minimum Standards
- Understands and supports the 'big picture' and the strategic direction of the organization locally and nationally
- Oversees Chapter leadership development and Chapter leader succession planning
- Oversees the Chapter election process via the Nominating Committee
- Primary Liaison for:
  - Volunteer Chapter Development Specialists
  - LPGA Amateur Golf Association Staff
- Attends leadership calls (live or recorded) and reads the Weekly Memo and other communications from headquarters
- Disseminates information from Leadership calls and/or Weekly Memo to members on a regularly basis
- Promotes / attends LPGA Amateur Golf Association events

The **Membership Director** oversees the acquisition of new members by organizing and planning membership drives and like events throughout the year. Membership recruitment activities should be built into the Golf and Social calendar and should include Kickoff or Tee Off events. Key responsibilities include:

- Member Welcome Program and Onboarding Process
- Member Orientations
- Member participation
- Volunteer recruiting
- Volunteer recognition
- Golf Mentoring Program
- Community Collaboration and Relations Membership Director Roles and

The **Golf and Events Director** creates and implements the Chapter's golf and event programming for the year. Developing a well-rounded calendar of golf, social and networking events keeps current members engaged and has the potential to interest a variety of new members. The Golf and Events Director should consider Chapter demographics when developing the Golf and events schedule. Such consideration should include the timing, playing levels and variety of events. Key activities include:

- Golf Activities: golf-related events, leagues, golf education
- Non-Golf Activities: Social and networking groups and other events
- Special Events
- Charity Events
- Inter-Chapter Events (ex. Lone Star Cup, Dixie Cup)
- Chapter Championship
- Champions Cup
- Handicap System
- Rules, Etiquette & Handicap Education
- Chapter Events Calendar
- Golf Mentoring Program

The **Marketing Director** is responsible for communications and building local business and community relationships. The Marketing Director should foster strong relationships with the local media - TV, Radio, and Print. The responsibility of working with the local media and community to create awareness lies with the Marketing team. Additionally, the Marketing team should work with local businesses to create Chapter sponsor opportunities and, as such, is ultimately responsible for the execution and fulfillment of those sponsorship agreements. Key activities include:

- Compliance with the organization's Brand Guidelines
- Media Relations
  - Press Releases
  - Community Calendars
  - TV, Radio, Print Interviews
  - Help promote events to the community
- Chapter Communications
  - Chapter Website
  - Social Networking (Facebook, etc.)
  - Newsletters / E-Blast
  - Help promote events to members

- Chapter Partners / Business Sponsors
  - Website Administration

The **Finance and Records Director** oversees the development and monitoring of the Chapter budget. The Finance Director should oversee the accounting processes to ensure the Chapter is following the appropriate financial management policies and complying with financial controls. The Finance Director is responsible for monitoring the financial health of the Chapter and presenting monthly financial reports to the Chapter Board. Key activities include:

- Filing of required Chapter Minimum Standards with LPGA HQ
- Compliance with Chapter and Association Policies
- Financial Oversight
  - Maintains Chapter Bank Account(s) and investment accounts
  - Develop / Monitor Budget
  - Year End Financials
  - Tax Returns
- Business Requirements
  - Tax Exempt Status
  - Incorporation Status
  - Insurance
- Chapter Master Calendar

The **Communications Director** is responsible for maintaining a master schedule of all communications and ensuring our communications meet LPGA guidelines. Key activities include:

- Familiarization and oversight of the LPGA Brand Guidelines to ensure that the Chapter is in full compliance.
- Oversight of all Chapter communications including the Chapter website, social networks, newsletters, e-blasts.
- Promotion of the Chapter and its events.
- Maintenance of the Chapter Website and social media to ensure the content is accurate and continually updated.

The **Events and Activities Director** is responsible for organizing and overseeing all activities related to key social events. This includes scheduling and coordination of our Kick-Off Brunch, Fall Party and other quarterly social events. Key activities include:

- Host Spring Kick-Off Social
- Host Member Socials
- Host Business Networking Socials
- Host Fall Party

The **Special Projects Director** is responsible for overseeing special requests submitted by the Board. This includes researching compliance rules/regulations and acting as our liaison with the LPGA Foundation and other institutions for donation and scholarship award opportunities. Key activities include:

- Maintain and distribute minutes of Board Meetings
- Liaison for LPGA Foundation and other Charitable Donations
- Nominating Committee Chair