

Leadership Aides

Leadership of a BAG is a volunteer position. As such the Chamber does its very best to shield all leaders from controversy resulting from management of BAG members in areas of attendance, industry overlap, inappropriate conduct or any other out of the ordinary happenings that can be deemed detrimental to the core competencies of a BAG or the Chamber. Most challenges that have been encountered in BAG's were the result of either vague policies, poor or slowly enforced policies, non-existent policies, loosely structured meetings or sporadic communication. Each occurrence has been a source of frustration for BAG leaders.

The Chamber has drafted policies and meeting structure to simplify the day-to-day management of a BAG. Once approved, all BAG members will be asked to read and agree to the BAG meeting policies. A signed copy will be maintained at the Chamber offices—402 West Broadway, Suite 1000, San Diego, CA.

Following are 11 specific policies designed to help govern each BAG meeting:

1. Attendance is recorded for every meeting. Each member is asked to sign the official roster upon arrival. Signing-in is every member's personal responsibility. This record is an official document. Attendance is forwarded to the Chamber following every meeting as part of the emailed recap. The actual meeting minutes are submitted directly to the Chamber offices at the end of each six-week semester.
 - a. Missing two meetings (excused or unexcused) within any semester will receive a warning from the Chamber. Two missed meetings during the subsequent semester will result in removal from the BAG.
 - b. Arriving late is defined as showing up after the leader has read the core competencies message. Arriving late for record keeping purposes will be scored as missing ½ of a meeting. Arriving late four times within a three-month period will result in a warning from the Chamber. Arriving late one time within the next 30-days will result in removal from the BAG.
 - c. Anyone removed from a BAG is eligible to return to the waiting list and can apply to join another group. If the same problem persists in the next BAG then removal will result in a 12-month suspension of BAG privileges.
 - d. Attending a Chamber sponsored event or providing professional development for another BAG is not considered a missed meeting provided BAG leadership has been notified a minimum of 48-hours in advance.
2. Individual 10-Minute Presentations are part of each member's professional development. Therefore, every member is entitled to one presentation per calendar year. Groups may be able to increase the frequency depending on the number of members.
 - a. Presentations should not be scheduled until a member has attended for one complete semester. (This policy is waved in the case of newly formed groups.)

- b. Members that miss their scheduled presentation are not automatically eligible for reschedule. Leaders will do their best to reschedule a meeting. Missing a second presentation will result in forfeiture of this privilege for the remainder of the calendar year.
 - c. Missing another member's presentation is discouraged because most members enjoy the opportunity to inform their peers about their business and appreciate the feedback that follows. When a member misses another presentation they are asked to contact that member to set up a meeting to best acquire the information that was shared.
3. Industry Affiliation is one of the most difficult topics to address because it involves how and where BAG members make their living. While this will never be black and white, every attempt will be made to avoid controversy. Each member is asked on their BIO to identify an area of expertise through which they generate 70% of their revenue/income. This designation is how that member is placed in a BAG. One member branching into multiple untapped industries within a BAG is not precluded; however, it will not be tolerated as a means to keep others from joining a BAG.
- a. Every effort will be made to accommodate the needs of BAG members to pursue business; however, growth must also be factored into the decision.
 - b. The Chamber retains final authority on adding members to a group.
4. Growth Strategies are important for every group; however, there must be an understanding that members will come and go. In fact, slow and steady turnover is healthy as it promotes forming new relationships. There are several factors that will help to promote consistent growth.
- a. Growth is a scheduled agenda item every fourth meeting.
 - b. Strategic alliances are addressed with each member identifying one or more industries that would be good additions to the BAG. This is not a random recruiting mission, but instead a focused effort to locate power-partners.
 - c. Members brainstorm existing relationships to determine if a guest could be invited.
 - d. Members commit to working within their personal networks to find appropriate guests over the next eight-weeks.
 - e. The chamber is notified of the list for distribution to sales team and inclusion on BAG webpage.
 - f. Each BAG must designate one or more members monthly to participate in BAG recruiting at chamber functions on a monthly basis.
5. Guest Procedures are mandated so that growth opportunities are capitalized upon, guests feel welcome, overlap is avoided and timely follow-up can occur.
- a. All guests must be approved by a group leader designated to handle guests - no exceptions.
 - b. Designated leader must call each guest within 48-hours of being notified of interest to provide the guest a clear understanding of what to expect at the meeting:

- i. Share agenda
 - ii. Have them ask for you at meeting – and they will sit next to you
 - iii. Introduce them to the group
 - iv. Limit or prohibit them from sharing more than a 30-second commercial – it is an earned privilege
 - c. Send a confirmation email with details from the call – copy the Chamber (Please see example email in addendums)
 - d. Follow-up with each guest within 72-hours after the meeting (best practices dictate that first an individual email and then a personal phone call)
 - e. Leaders should discuss any concerns or conflict about a guest amongst themselves – disqualifying a member or guest from consideration must always be approved by the Chamber.
 - f. Guest cannot attend more than two meetings without joining the Chamber.
 - g. Positions cannot be reserved for non-member guests. Non-members attend meetings at their own risk. Active members of the Chamber have first right of refusal for joining a BAG even if a non-member guest has previously attended a BAG meeting.
6. Waiting List Priority must be maintained without exception. BAG participation is a member benefit and some industries have a deep list. In fact, some members that have waited in excess of a year to get into a group.
 - a. Every Monday the Chamber forwards through email an updated waiting list. It must be used in order.
 - b. Companies that currently occupy a BAG position will be passed over to accommodate a member company that is not currently involved.
 - c. Non-members cannot occupy a position on the waiting list.
7. Chamber employee participation in BAG's is for the sole purpose of relationship building and improving their personal circle of influence.
 - a. Chamber employees are not spokespeople for the organization and should be treated just as any other member. Referrals are given to these employees based on the same criteria BAG members personally choose with any other BAG member.
 - b. Concerns about Chamber policies or decisions should be directed to the vice president of membership. Chamber employees have been instructed to not interfere with the operation of the group.
 - c. Chamber employees are not eligible for leadership roles.
 - d. All policies of BAG participation apply to Chamber employees.

8. Each BAG webpage is designed and controlled by the Chamber.
 - a. Leaders may choose to have their contact information on the webpage but are not required to do so.
 - b. All members and their company affiliation are listed. Logos and links are not included.

9. Meeting Days, Times and Locations are prearranged by the Chamber. The Chamber must approve any changes.
 - a. Groups may choose to have a social gathering. These happenings are limited to one per quarter.
 - b. Social gatherings cannot be required attendance.

10. BAG meeting conflicts with Chamber events. Every BAG meeting will probably overlap with one of the Chamber's 60 annual events. Every best effort will be made by the Chamber to keep group leaders informed of upcoming events as far in advance as possible.
 - a. Meetings can be cancelled provided at least 50% of group participants will be attending the Chamber function.
 - b. Group leaders should use every best effort to make this determination two-weeks in advance but no later than 48-hours.

11. BAG meetings scheduled on or near a holiday.
 - a. Meetings on holidays should be cancelled. In these instances the meeting is skipped and requires no vote. Leaders should make all members aware well in advance and no attempt should be made to make up the meeting.
 - b. Meetings near a holiday require a group vote a minimum of two-weeks in advance. If 50% of membership are unable to attend the meeting will be deemed dark. Members may choose to gather; however, attendance will not be taken and individual presentations will not be given.

Leadership Aides Agreement

I hereby have read and understand the Leadership Aides policies for the San Diego Regional Chamber of Commerce Business Alliance and agree that they are fair and reasonable.

Name _____

Signature _____

Date _____