

CHAPTER POLICIES

A series of policies have been enacted by the Board of Directors of the PRSA Las Vegas Valley Chapter to ensure the financial and operational health of the organization. The following policies have been enacted or implemented by various Boards of Directors, with a reaffirmation and continued implementation by vote of the Board of Directors.

The policies are intended to offer guidance for new board members and smooth operations for the chapter. Policies may be changed by a simple majority vote of the board at any time. At the discretion of the President, exceptions to these policies may be made as deemed appropriate.

ACCOUNTING POLICY: The chapter uses a cash accounting system for finances. The fiscal year is from January 1 to December 31. Every effort should be made to match income earned in a fiscal year to expenses in the same year. *(Adopted 2/20/08)*

APR INCENTIVE POLICY:

APR INCENTIVE PROGRAM: Each year, the board will budget and payment members under APR incentive program at \$100 to each chapter member who successfully completes APR certification during that year (reinstated accreditations are not eligible). Through this reward program, the board hopes to grow the number of APRs within the chapter and help with member retention and satisfaction. The check presentation will be made at the annual Pinnacle Awards Ceremony. The reward offering may cause the APR program to realize a net loss. The board is authorized to use net income from other programs or chapter reserves to cover the expense. The APR incentive program is considered an investment in the chapter membership. *(Adopted: 2/10/10)*

BUDGET POLICY: Budgets for all chapter events or programs must be presented to the Board of Directors prior to any expenditure. The Board of Directors will review the budget and make changes as needed. Only after the Board of Directors has approved a budget may an expenditure related to an event or program be made. The chapter's yearly budget should be approved no later than the January meeting of the Board of Directors and should include expenses related to all chapter events and programs. Any expenses outside the budget or not specifically covered by the budget must be approved by the responsible board member, VP Finance, President-Elect and President before the expense is incurred. *(Revised and approved 2/20/08)*

CANCELLATION POLICY: CANCELLATIONS must be made via e-mail to registration@prsalasvegas.com or to the event planner before the reservation deadline. *(Adopted 2006).*

The chapter will refund the amount paid, minus a \$5 administrative service fee, if the request is received before the reservation deadline.

The chapter *will not* refund the amount paid after the reservation deadline has passed. While we certainly understand the deadline pressures our members face, but the chapter incurs expenses based on headcount. Persons **who have reserved space** and elected to pay-at-the-door **will be billed** if they do not attend the event. *(Revised and approved 2/20/08)*

COMMITTEE POLICY: Working committees are vital to the operation of the chapter. Each committee must be chaired by a chapter member. Committee membership is open to nonmembers. Operations of the committee are under the supervision of a board member, as assigned. The purpose of the committees is to carry out operations as directed and provide recommendations to the board when changes in practices and/or policies are needed. *(Adopted 4/14/2010).*

Managing Board Member	VP Communications	VP Finance	VP Programs	VP Membership	Immediate Past-President	President Elect
Committees	Internet	Finance – chaired by the VP Finance	Professional development	Universal Accreditation	Professional Organization Liaison Committee	Cvent Coordinator
	Blog/Newsletter		Luncheon seminar – chaired by the President-Elect	Recruitment & Retention		
	Publicity	Sponsorship		Young Professionals		
	Ethics/Advocacy	Scholarship	Pinnacle Awards – Judging	Diversity		
	Job Bank		Pinnacle Awards – Dinner Event			

CONTRACT POLICY: To protect committee and board members from personal liability, all contracts between the chapter and outside vendors will include the name and official address of the chapter under billing information. All contracts must follow the chapter budget policy. A contract with a dollar value of \$500 or more must be approved and signed by an officer of the board such as the President, President-Elect, VP Finance, VP Programs, VP Communications, or VP Membership. A copy of the finalized contract will be forwarded to the VP Finance for the chapter’s financial records. *(Adopted 2/20/08)*

EVENT LOSS CONTROL POLICY: In general, chapter events should not lose money. Prior to the event, the responsible board member will develop an event budget and determine the minimum number of registrations needed to cover expenses. If the responsible board member determines that an event may lose money, he or she should report the potential loss to the President, President-Elect, and VP Finance. The President and President-Elect should determine if the loss is sustainable. If the loss is sustainable, then the event can go forward. If the loss is not sustainable, then the event must be cancelled. In all cases, the potential loss and decisions of the President and President-Elect should be reported to the board. *(Revised and approved 2/20/08)*

EXPENSE RECEIPT POLICY: For auditing purposes, receipts turned in to the Vice President of Finance for reimbursement should be original receipts. In the unlikely event that an original receipt cannot be submitted, only a signed copy of the receipt will suffice as a replacement.

JOB BANK POLICY: *(Revised and approved 4/14/2010)* The PRSA-LVVC Job Bank is a member benefit that provides professionals access to current public relations jobs in the Las Vegas market, as well as out-of-state opportunities. It was created to serve as a career resource center for public relations practitioners in Southern Nevada. The Job Bank is operated by a local public relations professional and volunteer chapter board member.

The Job Bank is currently available to members and non-members free of charge. As of July 1, 2005, non-members will need to subscribe to receive Job Bank notifications. As a member benefit, all Las Vegas PRSA members will continue to have access to the Job Bank. Non-members may subscribe for \$20 for a 6 month period.

The Job Bank will post jobs where the main focus of the position is public relations, including but not limited to:

- Corporate communications
- Employee relations
- Community outreach
- Marketing positions
- Account management (PR firms)
- Internships

The Job Bank will not post jobs in:

- Sales
- Web design
- Graphic design

PRIVACY POLICY:

At PRSALasVegas.com, we are committed to protecting your privacy. PRSALasVegas.com does not sell, trade or rent your personal information to other companies. We use the information we collect about you to keep you informed about our exciting events.

Privacy is a great concern to the PRSA—Las Vegas Valley Chapter board of directors. This Web site does not use cookies to track visitors or individual users, and we use Verisign to ensure encrypted and secure credit card transactions.

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(Adopted 4/14/2010)

RESERVE FUND POLICY: The Las Vegas Valley Chapter of the Public Relations Society of America shall work to create a reserve fund, equal to the amount needed for chapter operations for one fiscal year (calendar year), which is approximately \$55,000, by the year 2010. Once established, the board shall maintain the fund. The fund will only be used when a declaration of financial emergency which has the approval of 2/3 of the Board of Directors is made.

SCHOLARSHIP POLICY: The Las Vegas Valley Chapter will budget and award one (1) \$1,000 scholarship during each calendar year to the best students meeting the following criteria:

1. Be currently enrolled at one of the three state higher education institutions (UNLV, CCSN, or Nevada State College) and be studying public relations, advertising, integrated marketing communication, media, journalism studies, communications or broadcasting or a related field.
2. Possess a cumulative grade point average of at least 3.0.
3. Submit the following:
 - a. A completed application form.
 - b. An unofficial transcript.
 - c. A written definition of public relations.
 - d. A written recommended course of action for a PR case, as presented with the application.
 - e. A written letter of recommendation from a public relations professional, PRSA member, or instructor in a public relations related field (see definition above in bullet one).

If no applications are received or no applicants qualify, the scholarship will not be awarded. Students must meet deadlines established by the PRSA-LVVC Scholarship Committee and other criteria to be considered.

Scholarship awards are based on academic performance and demonstrated knowledge of public relations. Members of the Association of Students in Communication are especially encouraged to apply. The award is open to undergraduate and graduate students.

The cash award of \$1,000 will be deposited into the student's account at their higher education institution. Awardees are selected by the Scholarship Committee of PRSA-LVVC. (Adopted 2/21/07, Revised and approved 2/20/08)

SPONSORSHIP POLICY: Luncheon Seminar and Professional Development Sponsorship Policy. PRSA—LVVC invites members and nonmembers to consider sponsorship of monthly luncheons or professional development seminars. Only one sponsor will be permitted at each event. Sponsorship includes:

- A display opportunity at one prominently-placed 6' promotional table in the luncheon networking area. The sponsor will be the sole organization permitted a display on this table;
- Two minutes of presentation time at the podium the beginning of the luncheon presentation or professional development seminar to talk about products/services;
- Name recognition of the sponsor in the event promotional materials, including (but not limited to) group e-mails, the event page on the website and verbal recognition at the event;
- Sponsorship of a luncheon or professional development seminar will also include one complimentary seat for an attendee (either member or non-member).

Sponsorship cost: Members \$150; non-members \$250

Please note:

- Arrangements must be made with Las Vegas Valley Chapter President in advance of luncheons and professional development seminars to display items and/or sponsor events.
- Luncheon and professional development seminar sponsorships are at the discretion of the board and may be discontinued at any time. Sponsorships for the following will not be accepted:
 - Head shops or other purveyors of legal paraphernalia associated with illegal drugs, or for drugs other than registered pharmaceuticals;
 - Religious or political organizations;
 - Ads that use racist or sexist themes or stereotypes; or that sell sex as a product, even by implication.
- Promotional items at luncheon seminar tables are limited to official PRSA and LVVC materials.
- Sponsorship fees must be collected before the luncheon or professional development seminar begins.

Additional Promotional Information

- Any PRSA member may bring up to two (2) 8 1/2" x 11" fliers to place on the registration table at any event. Non-members may not distribute promotional materials at luncheon seminars, professional development seminars or mixers.

Raffles

- Raffles are permitted provided members/sponsors bring a basket to collect business cards and a sign explaining the giveaway item.
- Raffles must be coordinated with PRSA—LVVC at least three (3) days in advance of the event. Only one raffle (in addition to any coordinated directly by the chapter) will be permitted at each event.
- The giveaway item must not require additional investment from the winner.
- The giveaway item and the associated raffle is at the discretion of the PRSA—LVVC board, and may not include affiliation with:
 - Head shops or other purveyors of legal paraphernalia associated with illegal drugs, or for drugs other than registered pharmaceuticals;
 - Religious or political organizations;
 - Ads that use racist or sexist themes or stereotypes; or that sell sex as a product, even by implication.

Please note: The sponsorships outlined above do not apply to Pinnacle Award sponsorships and marketing opportunities. Please refer to Pinnacle Award guidelines for details regarding those sponsorship packages. *(Adopted 2/21/07; Revised and approved 4/14/2010)*

TRAVEL POLICY: Board members and volunteers may be asked to travel as an official representative of the chapter. When this occurs, the cost of the travel is at the chapter's expense. Such travel must be preapproved by the board and included in the budget. Travel expected to occur on an annual basis includes:

- (2) Assembly Delegates to PRSA National Assembly (\$984 per person in 2010)
- (1) President-elect to PRSA National Leadership Rally (\$650 from chapter in 2010)
- (1) President to Western District Conference/Leadership Quick Start (\$500 in 2010)
- (4) Judges for Pinnacle Awards (\$250 per person in 2010)

Each year the board will develop a travel budget based on U.S. GSA rates (www.gsa.gov). It is at the board's discretion to reduce or increase the budgeted amount based on the chapter's financial situation. It is the goal of the chapter to cover all related travel expenses but this may not be feasible given the financial situation.

Only documented expenses can be reimbursed. Eligible expenses include conference registration, flight, hotel, daily per diem based on GSA rates, transportation to and from the hotel and airport, parking fees at McCarran, and applicable taxes. Exempt from reimbursement are laundry services, child care fees, entertainment, hotel stay beyond what is required for official responsibilities, spouse/dependent travel and hotel accommodations, telephone and/or internet connectivity, and tips. Regarding hotel reimbursement, it is expected the traveler will stay onsite at the conference location and this rate should be used when preparing the budget.

To control costs, the traveler must make their travel arrangements in advance (recommend no later than 4 weeks before) and be mindful of discount registration deadlines. It is expected that the traveler will travel so that he/she can attend all the required sessions associated with the conference. (e.g. fly up the night before to attend a meeting that begins at 8 a.m.)

Travelers may use the chapter debit card to pre-pay eligible expenses or make payment during travel with the prior knowledge of chapter president and vice president of finance. Once the traveler has returned, receipts and other documentation must be turned into the vice president finance within 14 days to be eligible for reimbursement (expenses submitted after the 14 day window may be reimbursed if approved by the board). The vice president finance has 7 days to make final calculations and issue payment (when possible, payment should be made as soon as possible). If the chapter debit card was used to pay for expenses beyond GSA rates, etc. the traveler has 14 days from receiving notice of the error to reimburse the chapter for the expense. After the 14 days, interest charges may apply as approved by the board.

If the traveler's company covers part or the entire amount of the trip, the traveler cannot be reimbursed by the chapter as well. When a company pays these expenses on behalf of the chapter, it is considered a sponsorship and a sponsorship agreement should be negotiated so the sponsoring company receives proper recognition.

In the event that the chapter does not have enough funding to cover these expenses, the board is required to notify the traveler in writing of the revised budget. If at the beginning of year, the budget process does not allow for full reimbursement, the traveler should be notified immediately. As the year progresses, the travel budget may be revised at the discretion of the board. If a sponsor is not found to

cover the cost, the traveler may decline to travel and allow another volunteer to take his/her place – if applicable. Any travel approved by the board must be reimbursed to the traveler unless the authorization was revoked before travel arrangements were made. Reserve funding can be used to cover these expenses in extreme cases when operating revenue is unavailable.

Exempt from coverage under this policy are travel to and from chapter events or on chapter business within Clark County. *(Revised and Adopted 4/14/2010)*