



# Information Resource

## Vice President of Programs

# VP of Programs: Position Description

## Introduction

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### **Welcome**

Thank you for taking on the role of VP Programs. To ensure that the National Kitchen & Bath Association Continues to meet the needs of kitchen and bath professionals, the NKBA encourages our members to serve as officers in their local NKBA chapters.

The purpose of this document is to set the expectations and responsibilities of your role for a calendar year. Please review the information and direct any questions to the Regions and Chapter Department at [Chapters@nkba.org](mailto:Chapters@nkba.org)

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# Introduction, Continued

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## Who Is Best Suited To Be VP of Programs?

**Description**      The ideal VP of Programs is a person who is:

- Creative
- Organized
- Public speaker
- Time commitment 8 -10 hours month plus meetings

**Responsibilities**      The responsibilities of a VP of Programs include (but are not limited to) the following:

- Chairs the Program Committee
- Schedules Chapter meetings
- Works with Program Committee volunteers to address logistics for each meeting
- Should plan to deliver a minimum of six hours of educational programs per year
- Submit yearly Chapter Program schedule
- Submit chapter meeting notices 4-6 weeks in advance
- Promote your upcoming chapter meetings
- Reports on Chapter meeting activities to Chapter Executive Committee (EXCO)
- Fulfills role of the President in his/her absence
- Notifies members of any changes through Chapter newsletters and meeting notices

|   |                   |   |
|---|-------------------|---|
| <b>Other Officers' Responsibilities</b> | President         | Agenda, gavel   |
|   | VP-Membership     | Welcome committee, membership handouts  |
|   | VP Communications | Materials table, extra newsletters  |
|   | Treasurer         | Name tags, verify number of meals needed, pay bills, collect chapter meeting registrations, submit "monthly financial report forms, and the Annual Financial report form. |

# Preparing For Office

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## Steps

Between election and installation, prepare for your office by:

1. Assisting the outgoing VP of Programs in the performance of his or her responsibilities;
  2. Studying the *Chapter Officers Information Resources Manual Roles and Responsibilities* as well as the Association Overview which covers the chapter policies, located on the NKBA website under TOOLS FOR CHAPTERS.
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## Procedural Checklist

These are the procedures that must be followed during a given calendar year:

| <b>Procedure</b>  | <b>Time Line</b>                             |
|---|--|
| Provide articles for Chapter newsletter to VP Communications  | Seven weeks prior to any Chapter meeting.    |
| Upload chapter meeting notices/events on the chapter's home page on the NKBA website <a href="http://www.nkba.org">www.nkba.org</a> | Four to six weeks prior to the meeting date. |

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# Program Committee

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## Structure

The VP Program Committee is comprised of the VP of Program as chair, and two or more members.

With your President, establish your committee.

### **Possible positions to be filled:**

Special Events Coordinator

Weekender Coordinator

Outing Coordinator

Sponsor/Product Display Coordinator

Holiday Party Coordinator

**Note:** Have job descriptions for each task to be completed, Groom key committee members to succeed you as VP Programs. Participants are responsible for all tasks relating to those programs.

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**Responsibilities**    The VP of Programs Committee:

1. Schedule initial committee meeting
    - a. Follow the agenda, appointing a note-taker, if desired, to record action taken, follow-up needed, assignments and deadlines, etc. on the Planning Meeting Report.
    - b. Your Chapter is expected to host at least 4-6 events each calendar year.
    - c. List meeting dates and tentative programs on the meeting schedule form.
    - d. Submit the committee's plans to the Executive Committee at its next meeting.
    - e. Prepare for your first Chapter meeting using the web form located on the NKBA website under Tools for Chapters..
  2. Present the Program Committee's plans to the Chapter EXCO for approval.
    - a. Notify members of any changes through your Chapter e-newsletter and meeting notices
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## Chapter Programs

This information should be printed out and shared with each of your committee members.

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### **NKBA Executive Committee Programs (EXCO Visit Presentations)**

1. Each Chapter may schedule the Associations Executive Committee for a Chapter visitation/program during the Chapter year. Only one such presentation is permitted per calendar year. The same person may not be scheduled in two consecutive years. These engagements will help to bring a “national focus” to the Chapter. **It is recommended that these individuals be invited to attend the Chapter Executive Committee Meeting, if it is held in conjunction with the Chapter Meeting.**
  2. Chapters are responsible for arranging and paying for lodging, an evening meal, and any audio/visual requirements. It is also the Chapter’s responsibility to arrange for any needed ground transportation.
  3. Please contact the Regions and Chapters Department at [Chapters@nkba.org](mailto:Chapters@nkba.org) to schedule an Executive Committee member’s chapter presentation.
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## Chapter Programs Continued

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### **General Programming Notes**

1. The VP Programs should fully inform speakers of the requirement that meeting programs be “generic.” In other words, the speaker must not use brand names, or reference specific products. See Speaker Letter of Agreement located on the NKBA website under Tools for Chapters/Chapter Officer forms.
2. “Weekenders” work well for Chapters spread out geographically. Make it educational and fun.
3. By inviting other Chapters, you can increase your attendance, decrease your costs and build association camaraderie.
4. Contact NKBA for a copy of the Chapter Meeting Site Planner.

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### **Special Meetings**

1. Meetings may be co-sponsored by two or more Chapters.
  2. NKBA must be advised of “weekender” or any other special meetings as soon as they are scheduled and no later than 10 weeks prior to the event in order for them to be coordinated with the Association's nationally scheduled functions.
  3. The financial responsibility assumed by the sponsoring Chapter or Chapters must be emphasized to the Weekender meeting planner.
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## Source of Speakers

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1. The Association Executive Committee is available to each Chapter for a Chapter visitation/program (EXCO Visit) during the Chapter year. Several senior staffs are also available.
2. NKBA's Chapter **Programming Guide** is now on the **NKBA website under Tools for Chapters**. The Guide lists by topic speakers, bios, programs, and region.
3. Check NKBA's web site, specifically the Chapter Meetings under the Member Section "Participate" – "Find a chapter near you" to see what upcoming programs other chapters are offering.
4. Teachers of the NKBA schools in your area may be able to schedule a presentation at your Chapter. Contact NKBA Professional Programs Department for the proper procedures, arrangements and costs.
5. Many members of the Association's Boards and Committees are willing to speak to your Chapter. Contact NKBA for more information.
6. Utilize Chapter members who have spoken at the National Kitchen & Bath Industry Show or for another Chapter or group. Ask your members who in their company makes presentations.
7. Other speakers may be located through consumer/trade publications, related associations, related firms, television/radio stations, the state or federal government, universities (particularly faculty at supported/accredited colleges), banks, public utility companies, civic groups, professional speaker groups or companies.

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IT IS STRONGLY RECOMMENDED THAT YOU ASK FOR REFERENCES FROM THE SPEAKER. CHECK REFERENCES TO VERIFY THAT THE PROGRAM AND DELIVERY WAS AS PROMISED

Ask: "What other groups have you spoken to about this topic?" or "Do you know of anyone in our Association who has heard you speak?" Or, if the speaker suggestion came from a volunteer or member, ask that individual if they can provide another reference.

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## Points to Remember

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1. Remember the diversity of your membership. Topics that are going to appeal to the design staff may appeal to the owners but the reverse is not necessarily true.
  2. Unless a lot of video or audience participation is included, it is better not to have a speaker exceed 60 minutes. Leave time at the end for questions and answers.
  3. Some topics can be repeated every year:
    - Trends in the industry
    - Legislative issues
    - How to make salespeople out of designers and other staff
    - Evaluating sales people and compensating them accordingly
    - Closing the sale
    - Now that you've made the sale, the job really starts
    - Financing for growth
    - How to get the cash to flow smoothly
    - Controlling hidden costs
    - How to collect that last 10%
    - Eliminating errors
    - Building codes and how they apply
    - The importance of clear contracts, specifications, drawings and designer liability
    - How to make your advertising dollar go farther
    - Alternatives to the yellow pages
    - How to design a showroom that sells
    - Professional perspective drawings and their value to the design
    - Working with allied professionals
    - What is the role of the expediter?
    - Running a family-owned business
    - Improving communication skills
    - Reaching out with technology
    - The Web as a marketing tool
    - Using the seminar as a sales tool
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## Speaker/Program Planning and Meeting Notices

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1. Contact the speakers or participants as soon as the schedule has been established:
    - Discuss the topic they are planning to present.
    - Schedule the program date.
    - Agree in writing on the honorarium or other expenses that you will pay, e.g., lodging, transportation and audiovisual.
    - Send them a speaker information form and Speaker Letter of Agreement and request that it be returned within two weeks.
    - Ask them for a resume or biography, which you will use in preparing the meeting notice, introduction, etc.
  
  2. Three months before a planned program: Contact the planned speaker if you have not received the Speaker Information form and Speaker Letter of Agreement. Confirm that the speaker still has the date on his/her schedule. Get all the other information on the form so that you can write the meeting notice.
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# Facility Arrangements

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1. Identify the meeting facilities that will meet the physical needs of the Chapter.
2. Negotiate the financial terms and reservation deadlines.
3. If a location will be used regularly, and your Chapter schedules the Executive Committee meeting prior to the meeting, the meeting room may be obtained at no charge.

Audiovisual Equipment: Audiovisual equipment is available to rent at most facilities. Your Chapter may want to consider purchasing its own equipment.

Signs/Banners: If you are meeting in a hotel or restaurant which has a welcome sign outside, ask them for a "Welcome National Kitchen & Bath Association" on the sign. (This increases consumer awareness of the industry and makes the members feel part of a group when they arrive at the meeting.) Have the hotel or restaurant prominently display signage outside your meeting room and/or on the list of calendar of events. Your NKBA chapter banner, if available, should be displayed on the podium/lectern if possible.

Head Tables: A head table can be used to formalize the proceedings. When using a head table, inform the appropriate people where they are to sit prior to the meeting.

It is a good idea to have the Chapter's officers split up and sit at different tables so that they can mingle with the members, get their comments on what the Chapter could be doing, seek out new volunteers, etc. This is not the time for Executive Committee meetings; a reserved table for EXCO members gives the impression of elitism, which is divisive.

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## During the Meeting

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1. During your portion of the reports:
  - Talk about the last program (what people missed if they didn't attend).
  - Introduce your committee members who are working on special events so they can give a status report.
  - Introduce your sponsor chairman so he/she can thank the sponsor for the evening and tell members who the sponsor for the next meeting will be. This gives recognition to the volunteer and the sponsor.
  - Promote the audience about the upcoming programs, and especially the next one.
2. Introduce the speaker.
3. The President publicly thanks the speaker.
4. Remind attendees to fill in and return the program evaluation forms.

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**Immediately  
Following the Meeting**

Upon conclusion of the program thank the speaker, sponsor and hotel staff.

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**Day after the  
Meeting**

Send a thank you letter to the speaker

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## Sponsor/Product Display Coordinator

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1. Makes all arrangements necessary to provide sponsors for Chapter functions.
2. Assures the policies relevant to sponsors are enforced.

***IMPORTANT:*** *The rationale for the tax exemption of a trade association is that the activities of the organization are to be directed toward the general improvement of business conditions of one or more lines of business as distinguished from the performance of particular services for individual members. This is the underlying reason for the above stated rules and the "generic" rule for meetings.*

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## The NKBA Guidelines

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- A. Participation by NKBA members as sponsors may be solicited and publicized.
- B. Table top displays or similar appropriate product and service demonstrations are viewed by the Association as appropriate methods of providing important technical education to the industry. In no way should participation be controlled or limited to one manufacturer. Access of competing products to meetings must be provided. Comparative presentations at the same meeting are recommended.
- C. Participation in Chapter meetings in no way constitutes approval of or endorsement of the product, service or the firm making the presentation by the Chapter or NKBA.
- D. NKBA has permitted that a **non-member company may sponsor or host one Chapter meeting** (one time only) in order to see the benefit of membership, otherwise:
- E. It is required that only active NKBA member companies may sponsor or host Chapter meetings. This is carefully monitored at National
- F. For trade and home shows policy please refer to NKBA Governance Manual.

### **Additional Guidelines**

- At no time should "Product Night" or "Table Top" evenings be advertised or referred to as "mini shows" or "trade shows".
  - Maintain a file with product exhibitors' worksheets, schedule worksheets and commitment forms.
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## Product Nights

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1. Product nights may be an excellent way for the Chapter to provide technical education and product and service demonstrations to its members.
  2. Chapter includes the possibility of increased attendance, and greater participation by the sponsors in the Chapter.
  3. Formats
    - a. Adaptation of the standard meeting format that has attendees viewing the exhibits after dinner.
    - b. Chapter meeting with a buffet set up, so people can eat while they view displays.
    - c. Product display, social hour, followed by a regular meeting using some of the sponsors to talk generically about products such as countertops: solid surface vs. stone vs. laminate.
    - d. Some cautions: Give equal opportunity to all the sponsors, who must be NKBA members. Because of NKBA's contract with the KBIS co-sponsor, the words "mini show" or "trade show" may not be used.
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## CHAPTER MEETING NOTICES AND NEWSLETTERS

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### **Submitting Chapter Meeting Notices**

Chapter meeting & event notices are required to be entered onto the chapter's NKBA Home Page on the NKBA website [www.nkba.org](http://www.nkba.org) by the chapter by using the "Chapter News Editor". See below for instructions.

Chapter meeting notices are emailed out thru the NKBA News which is a weekly email that is emailed out to all NKBA Members & Prospects (Non-Members). Chapter meeting notices are also emailed out 1 time by the Chapter's Department to all NKBA Members on Tuesdays two weeks prior to the chapter meeting/event or registration deadline date. In order for your chapter meeting notice to be emailed out on this scheduled Tuesday it needs to be received by National by 12:00 noon Monday.

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### **Chapter News Editor on the NKBA Website**

In an effort to decrease the environmental impact of our operations, the NKBA sends chapter meeting notices in a digital format by sending e-mail messages with links to chapter meeting notices that can be viewed online. You can upload your Chapter Newsletter on your home page which will be emailed out through the NKBA News.

The chapter news feature at NKBA.org allows you to enter news, events, and more into your NKBA chapter homepage. You can include as little information as a title and description, or as much as attachments, event location, and RSVP information.

The chapter news feature is available on the NKBA website [www.nkba.org](http://www.nkba.org) . Once logged into the NKBA website go to the "Member Section". Once in the "Member Section" click on "Chapter Homepage". You will see an add/edit button.

Click [here](#) for directions on "Using the Chapter News Editor"

## Design, Production and Mailing of Chapter Meeting Notices/Newsletters

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An **email** of your Chapter notice is sent to each member and prospect that has a current email address on record. We can arrange to have additional emails sent to a neighboring chapter provided **consent** has been obtained from that chapter's President or Chapter Representative.

As a reminder, we need the Chapter meeting notice posted on your chapters home page at least **four weeks** prior to the meeting. If you are attaching a camera-ready copy of a meeting notice, please proof it carefully since we will assume that all the information and spelling are correct.

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## Design, Production and Mailing of Chapter Meeting Notices/Newsletters-Continued

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### Prepare the Meeting Notice

Start off with an attention-getting headline.

- Write a short but motivating paragraph that will catch the reader's interest.
- State the facts: name of person speaking, company, title.
- End with a "call to action", e.g., "Attend this meeting and find out how..."
- Include the Chapter name, meeting site, directions to the meeting site, phone number at the meeting site, date, time and cost to attend for chapter members, non-members and students.

We ask that you use **ONLY** the official NKBA chapter logo on your chapter meeting notices and newsletters. It is part of the NKBA Strategic Plan to build consumer awareness and brand recognition and we do that through consistent use of the NKBA logo. If you need your chapter logo, you may download it from the Member Resources, Marketing Tools, NKBA Logos section of the NKBA website.

Our market research has found that the most effective way to increase attendance is for the NKBA to send a meeting notice via e-mail just two weeks before the event. As VP Programs, you should announce an upcoming meeting approximately six weeks beforehand through chapter communications tools like your chapter newsletter, chapter website and an announcement at the previous chapter meeting.

This strategy of providing a long-term "save the date" and a short-term call to action should not only increase the number of individuals who register to attend you events, but by combining the initial announcement with existing communications tools NKBA will decrease the high volume of communications that members receive from the NKBA and our chapters.

Toward that goal of streamlining our communications, we no longer e-mail more than one meeting notice for any chapter event unless there are special circumstances in which you need to let the Regions and Chapters Department know. We also no longer send chapter meeting notices via postcards.

Please don't hesitate to contact the Regions and Chapters Department if you have questions. Our job is to serve your needs for publicizing your meetings and chapter activities – please partner with us to make sure your notice is correct, timely and effective.

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## Meeting Checklist Six Weeks Prior To Meeting

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|--|--|
|  | <p>At this point you have:</p> <ul style="list-style-type: none"><li>• the program lined up;</li><li>• posted the meeting notice to your NKBA home page via the web;</li><li>• sent a follow-up letter verifying arrangements to the speaker;</li><li>• made lodging and transportation arrangements for the speaker, if needed;</li><li>• confirmed facility and food arrangements; and</li></ul> <p>Promote your upcoming chapter meetings</p> |
|--|--|

## Day of the Meeting

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|  |   |
|--|---|
|  | <ol style="list-style-type: none"><li>1. Arrive early.</li><li>2. Check:<ul style="list-style-type: none"><li>• Are the signs clearly visible so people will go to the proper room quickly or will they have to ask for directions?</li><li>• Have all facility's arrangements been handled as specified, including the hanging of the banner?</li><li>• Is the area neat? Have things moved if they are in the way or unsightly.</li><li>• Is the audiovisual equipment in place? Is it ready to just flip the switch? Is the projector lined up with the screen? Can everyone see?</li><li>• Do you know where the light switches are located?</li><li>• Do you know how to correct a temperature problem?</li><li>• Podium: Is the microphone working? Is there water for the speaker?</li></ul></li><li>3. Meet the speaker. Go over the introduction. Verify pronunciation of the speaker's name. Check if appellations or titles should be used, such as CKD/CBD or if they prefer Dr. or Ms. Determine if taking pictures during the presentation is permissible.</li><li>4. Introduce the speaker to officers and members.</li><li>5. Make sure speaker has a dinner partner who can make introductions.</li><li>6. Membership/Greeter's Table. Make sure name badges, evaluation forms, other program materials, etc. are available.</li><li>7. Welcome sponsors and make sure their exhibit needs are met. Remember to thank the sponsors during the business portion of the program.</li></ol> |
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## Other Officers' Responsibilities

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|                              |  |
|------------------------------|--|
| President                    | Agenda, gavel  |
| VP-Membership                | Welcome committee, membership handouts   |
| VP Technology/Communications | Materials table, extra newsletters   |
| Treasurer:                   | Name tags, verify number of meals needed, pay bills, collect chapter meeting registration and submit Annual Financial report |

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## During the Meeting

---

1. During your portion of the reports:
  - Talk about the last program (what people missed if they didn't attend).
  - Introduce your committee members who are working on special events so they can give a status report.
  - Introduce your sponsor chairman so he/she can thank the sponsor for the evening and tell members who the sponsor for the next meeting will be. This gives recognition to the volunteer and the sponsor.
  - Promote the audience about the upcoming programs, and especially the next one.
2. Introduce the speaker.
3. The President publicly thanks the speaker.
4. Remind attendees to fill in and return the program evaluation forms.

Immediately  
Following the  
Meeting

Upon conclusion of the program thank the speaker, sponsor and hotel staff.

Day after the  
Meeting

Send a thank you letter to the speaker

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## Sponsor/Product Display Coordinator

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**Sponsor/Product  
Display  
Coordinator**

1. Makes all arrangements necessary to provide sponsors for chapter functions
2. Assures the policies relevant to sponsors are enforced.

***IMPORTANT:** The rationale for the tax exemption of a trade association is that the activities of the organization are to be directed toward the general improvement of business conditions of one or more lines of business as distinguished from the performance of particular services for individual members. This is the underlying reason for the above stated rules and the "generic" rule for meetings.*

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## Tips and Best Practices from Tampa Officer Training, 2012

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|   |   |
|---|---|
| Tips for Selecting a Program or Speaker | <ul style="list-style-type: none"><li>• Ask how they will do their presentation and what is involved, e.g. activities, handouts, props, presentation materials, etc.</li><li>• Survey after the meeting to ask what other programs they would like to see</li><li>• Pick your customers' brains. They are all involved in professional groups. Technology, sales techniques, design, bridge many professions</li><li>• Interview the speaker in detail and get an outline of the topic</li><li>• Ask for a bio and references</li></ul> |
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|                                 |  |
|---------------------------------|--|
| Tips for Marketing Your Program | <ul style="list-style-type: none"><li>• Post 4 weeks in advance on Chapter web site, emails, postcards</li><li>• Each Chapter officer sends email to their list of contacts</li><li>• Announcement sent to other trade organizations, such as NARI, etc.</li><li>• Approach other associations (Remodelers, NARI, NAHB, etc.) to do a joint meeting</li><li>• Ask local newspapers and magazines to do a feature article on the upcoming program</li><li>• Offer space in your local Chapter newsletter to sponsor a program and then in exchange, put their ad in your newsletter</li><li>• Use vendor reps to market to their clients (e-blast)</li><li>• Send out email blasts each week covering different info about the meeting</li><li>• Use social media to invite people to link to articles about new products, etc.</li></ul> |
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## Tips and Best Practices from Tampa Officer Training, 2012 Continued

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| Tips for Selecting a Location | <ul style="list-style-type: none"><li>• Sporting venue</li><li>• Art museum – smaller is better</li><li>• Historic places</li><li>• New industry partner</li><li>• Local distributors</li><li>• Local zoo</li><li>• Try to be fair and consider other locations from surrounding counties (e.g. showrooms, restaurants, etc.)</li></ul> |
|-------------------------------|---|

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|                              |   |
|------------------------------|---|
| Tips for Out of Box Programs | <ul style="list-style-type: none"><li>• Friends and Family Member Events</li><li>• Member Appreciation</li><li>• Lunch &amp; Learns</li><li>• Charity Event<ul style="list-style-type: none"><li>○ Wine Tasting</li><li>○ October Kitchen and Bath Month / Charity Event, e.g. Feed the Children, Habitat for Humanity</li></ul></li><li>• Christmas Progressive with Multi Vendors</li><li>• Casino Night with sponsorship</li><li>• Share an Evening with NARI, AIA, etc.</li><li>• Dance Lessons</li></ul> |
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## Available NKBA Forms for the VP Programs on the NKBA Website

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The following forms for the VP Programs position are available on the NKBA website [www.nkba.org](http://www.nkba.org) . These forms can be accessed by clicking on the link below. They are also located under the Member Section, Tools For Chapters, Chapter Officer Forms.

- [Chapter Events Yearly Planner Form](#)
  - [Chapter Request for Certificate of Insurance Form](#)
  - [Chapter Roster Policy & Permission Form](#)
  - [Information on Liquor Liability at Chapter Events](#)
  - [Not Receiving NKBA Electronic Mail?](#)
  - [NKBA Host Agreement](#)
  - [NKBA Speaker Letter of Agreement](#)
  - [Speaker Information Form](#)
-