



# Chapter Handbook

*This handbook is divided into two parts. The first section contains general outlines and policies. The second section is the appendix with detailed information and examples from the chapters where applicable.*

*This is a “living document” and will be updated as needed. (**Last Updated:** August 2018)*

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## **Chapter 1 - How to Start (or Restart) a Regional Chapter**

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AHF has regional chapters to help local members become more involved. The following is a checklist of all the things a potential new chapter must do in order to become an affiliated AHF Chapter.

### **Start a Chapter Checklist:**

#### **1. Establish Region – Contact the AHF Executive Director with interest**

- Chapters are based on regions. While state chapters are the most common, the chapter region can include multiple adjacent states or just a portion of the state. The goal is to increase local value of AHF membership.
- Visit other chapters to gather ideas.
- Come to the National Conference. There is no better place or time to meet other AHF members from your region. Chapter leaders often qualify for scholarships making conference attendance much lower in cost.
  - Established chapters may want to combine with adjacent regions or divide into smaller chapters to increase activity.

#### **2. Establish Chapter Board**

- Chapter board positions are typically elected, but in new or inactive chapters it's appropriate to ask for volunteers.
  - You can even appoint yourself to the initial board. But make sure you have the support of other chapter members before assuming any board position.
- If restarting a chapter, contact former board members for any documents or bank account information.

#### **3. Review the *Financial Management, Permits, Insurance and Tax Information* chapter. [Chapter 7]**

- Complete necessary tax filings
- Open bank account
- Establish chapter insurance
- Membership Fee
- Meeting Fee?
- Applying for non-profit status (instructions?)
- Establish Budget

#### **4. Set up Chapter Microsite [Chapter 5]**

#### **5. Establish Calendar**

- Develop a preliminary meeting schedule to help members block out calendar dates for phone or in person meetings
  - Quarterly is a good goal
- Reach out to potential members with invitations to join and attend
- Nominations/Election Schedule
- Contact other chapters to obtain a copy of their meeting schedules and speaker ideas

#### **6. Recruit Members**

#### **7. Recruit Business Partners**

## **Chapter 2 - Organizational Structure**

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### **Overview**

*The Association for Healthcare Foodservice was formed in the summer of 2009. Our members represent healthcare institutions from across the country. They serve in varied roles such as directors or administrators responsible for patient foodservice management, cafeteria vending/catering management, clinical nutrition services and support services/multi-department or multi-unit management.*

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**Vision:** To advance self-operated healthcare foodservice as industry best practice.

**Mission:** To connect healthcare leaders through shared knowledge, professional development and invaluable resources.

### **Our Governing Documents**

AHF is governed by a set of national bylaws, which contain complete rules for the operation of the organization at the National level. Chapter bylaws exist for those chapters that are created after August 1, 2009. Chapter boards of directors and individual members, created after August 1, 2009, are required to comply with the rules set forth in both sets of bylaws. Chapters created before this date are encouraged to adopt these bylaws.

The chapter bylaws provide guidance specific to chapter governance and administration, while the national bylaws address the AHF's governance as a national entity. In all cases, the national bylaws take precedence over the chapter bylaws. Chapters may request a copy of National bylaws to use for modeling chapter bylaws.

Specifically, each set of bylaws contains provisions for categories and eligibility for membership, the election and duties of officers and directors, the definition and operation of committees, the definition of quorum and other matters of governance, as this information pertains to national and chapter governance.

### **The AHF Organization**

AHF's organizational structure consists of a national Headquarters, a national board of directors with an executive committee, established committees (ex. Membership, Conference, Editorial, etc.), task forces (project to project basis) and individual chapters.

#### **National Headquarters**

The national Headquarters is located in McLean, VA, where it is operated under contract by Interel US, a professional association management company specializing in associations and other non-profit organizations. Interel US provides the AHF national Headquarters facility and staff.

The national Headquarters staff is responsible for implementation of direction received from the national board of directors and its executive committee and accomplishing the day-to-day management and administration of AHF.

#### **The National Board of Directors**

The business and affairs of AHF are managed under the direction of a national board of directors elected by the membership. The board establishes policies and standards for the membership as a whole. The executive committee is led by the president of the association and its officers. Individuals from diverse professions, representing the healthcare foodservice industry, bring varied perspectives and expertise to the management of AHF. Board members must be members in good standing of AHF. The board meets monthly to review the organization's progress, discuss issues and provide guidance for future activities. Only

elected members of the national board of directors may present and vote on motions but any member can request to attend national board meetings.

**The AHF Board of Directors:**

1. Guides the mission of AHF, determining goals and policies in order to forward its purpose.
2. Supports the management of AHF, sets standards and provides counsel.
3. Ensures effective organizational systems are in place and periodically evaluated.
4. Ensures there are sufficient resources to accomplish the mission of AHF.
5. Ensures that those resources are soundly managed.
6. Builds the reputation of AHF and enriches its public image.
7. Assesses its performance and work toward maintaining the board's strength and effectiveness.

*\*A list of members of the AHF Board of Directors is available on the [AHF website](#).*

**Executive Committee**

The executive committee manages the organization and acts on behalf of the national board in matters that must be addressed before the next board meeting and other matters that may be delegated to it by the AHF National Board. The executive committee, according to the bylaws, consists of the president and the officers of the board.

**Chapter Affiliation Board**

The board exists as an official and direct link between the chapters, membership, national board of directors and national Headquarters staff.

The chapter board is composed of the elected chapter presidents, chairmen or other designated board member of every chapter of AHF. Persons serving on the chapter board must be in good standing of their respective chapters and the national association. Any chapter board members may attend a chapter board meeting but only one vote is accorded per chapter.

**The AHF Chapter Affiliation Board:**

- Meets to consider matters of importance to the chapters
- Helps create consensus on issues
- Makes action recommendations to the national board of directors
- Sets universal standards and policies for the chapters
- Provides support among chapters through communication and counsel
- Review the Chapter Handbook annually

The board shall meet no less than four times per year. The board liaison for the board brings input from chapters to the national board meeting.

*\*A list of chapter presidents is available on the [AHF website](#).*

**Chapter 3 - Chapter Structure**

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**The Chapter Board**

A chapter's business and affairs are managed by the chapter board of directors. Specifically, the chapter board:

- formulates and implements the policies of the chapter
- ensures the chapter is fiscally sound;

- authorizes the chapter president to establish and appoint members in good standing to ad hoc committees
- elects and removes all chapter officers
- selects and removes all agents (suppliers/vendors) and employees of the chapter and determines their compensation, if any

Although all chapter board members are recommended to be members of the national association, the chapter president is required to be in good standing of the national organization. Chapters are required to send election results (list of directors and officers) to the AHF Headquarters immediately after each election. In order to provide the board continuity and corporate memory, approximately half of the directors should be elected each year.

Chapter directors should serve for a term of two calendar years. Chapter directors may serve for an unlimited number of terms. At the option of the chapter board, a minimum period of one year's absence from the board may be required of all directors after serving any two consecutive full two-year terms.

The chapter board must annually elect, regardless of re-election status, a president, vice-president, secretary, treasurer and such other officers, as the board shall authorize. These officers constitute the chapter's executive committee.

### **Responsibilities of chapter officers are:**

#### **President**

The president presides at all meetings of the chapter board and at all general membership meetings and serves as ex-officio (non-voting) member of all committees except nominating. The president has general supervision over the affairs of the chapter. In addition, the chapter president is the primary candidate for appointment as the representative to the chapter affiliation board. The chapter president shall be responsible for sending reports to AHF Headquarters at times designated in the timeline or shall appoint another person to do so.

#### **President-Elect**

The president-elect performs all the duties of the president in the president's absence and, in so acting has all the powers of the president. The president-elect may have such other duties as prescribed by the chapter board. In the event of a vacancy in the office of president, the president-elect shall assume the president's duties until the next meeting of the chapter board at which time the chapter board may allocate the duties of the president-elect among one or more other officers it may establish.

#### **Secretary**

The secretary keeps adequate records of the proceedings of meetings of the general membership, the meetings of the chapter board and executive committee meetings and corresponds with the general membership representatives of the national organization, the community, vendors and other third parties. The secretary discharges such other duties as pertain to the office or are prescribed by law, these bylaws, or the chapter board. The chapter board may authorize the offices of and elect an assistant secretary or a recording secretary and correspondence secretary in order to share the responsibilities of secretary.

#### **Treasurer**

The treasurer is the chief financial officer of the chapter and serves as chair of the finance committee, if any. The treasurer is responsible for and has charge and custody of all chapter monies and accounts, knowledge of and adherence to state and federal tax laws, obtaining appropriate permits, etc. The treasurer deposits all monies (or other valuables) in the name

of and to the chapter's credit in banks or other financial institutions as designated by the chapter board. Likewise, the treasurer disburses the chapter funds as authorized or directed by the chapter board and accounts for all transactions done as treasurer to the chapter board. An annual financial audit is recommended. The audit may be completed by two active members of the chapter that are not in an elected position.

Due to the technical nature of this position and the inherent responsibility in protecting the board from financial malfeasance, it is highly recommended that a professional CPA or bookkeeper, or a person with demonstrated financial expertise, serve in this position.

### **Immediate Past President**

Due to their experience and knowledge on chapter history and administration, the immediate past president may be asked by the chapter board to serve as the chapter's representative to chapter board, sit on the chapter executive committee and/or serve on the chapter board for an additional year, with or without voting rights. If their term is up and if the chapter board wishes, the immediate past president may become an ex-officio member of the board.

### **Committees**

Chapter committees are formed to ensure the educational vitality, financial health and membership of the chapter. They are the nuts and bolts of chapter operations and the incubators for future chapter leadership. The following standing committees ought to exist within each chapter: Executive, Program, Membership and Nominating. It is strongly recommended that the chair of each standing committee be on the chapter board.

**The following are descriptions of committees commonly found in each chapter.**

#### **Executive Committee**

The executive committee is composed of the officers of the chapter board. This committee acts on behalf of the chapter board on matters that must be addressed before the next chapter board meeting and with respect to such other matters that may be delegated to it by the chapter board.

#### **Program Committee**

The program chair and this committee organize educational and appealing events and programs for the chapter membership and public.

#### **Membership Committee**

The membership chair and this committee oversee the membership drive efforts of the chapter, with the goals of recruiting and retaining members. The membership chair oversees periodic member surveys.

#### **Nominating Committee**

The nominating committee is appointed by the chapter board and consists of at least three members, each of whom is a member of the chapter and none of whom shall be the chapter president or president-elect. The nominating committee develops a slate of nominees for future board positions, board officers and oversees the election process.

#### **Suspension of Chapter**

The AHF Board of Directors may, by two-thirds vote, ask that in the event that a chapter affiliated with AHF, cease or desist, using the AHF name if the board agrees that the manner in which the chapter is conducting business is not in the best interest of AHF. Such action shall not affect the standing of the individual members of AHF. Causes for this action include

not complying with the national and chapter bylaws; absence of a board of directors; financial malfeasance, etc.

Termination of Agreement (per the Chapter Affiliation Agreement):

- The affiliation agreement may be terminated by either party upon 90 days' notice in writing.
- Termination may be initiated by National if the chapter fails to comply with requirements for affiliation or if affiliation status is no longer supported by the National bylaws.
- The chapter must discontinue use of the name, logo and trademark immediately upon termination of affiliation.

In case of Chapter Dissolution, the following will occur (per the Chapter Affiliation Agreement):

- The chapter is responsible for all paperwork, legal filings, financial obligations, legal fees and processing that may be required to dissolve the chapter as a legal entity.
- The chapter is responsible to follow the applicable laws in the state in which it was incorporated that prevail at the time of the dissolution.
- The chapter is responsible to follow applicable IRS regulations that prevail at the time of the dissolution.  
The chapter agrees to contribute any remaining funds, after all chapter obligations have been paid, to the qualifying National scholarship fund(s) that are in place at the time of the dissolution

## **Chapter 4 – Nominations and Elections**

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### **Obligations of Board Membership**

Board members must take an active role in the chapter management and administration, as well as show support at events. The chapter board shall develop a set of obligations of the board members and shall present them in written form to new candidates and re-election candidates. Criteria can include attendance requirements of board meetings and chapter events, responsibility to chair events and/or responsibility to serve on committees.

### **Preparing the Slate for the Chapter Board of Directors**

A chapter should elect half its board of directors each year. The performance of members of the board whose terms are expiring should be reviewed to determine both their interest and effectiveness. In producing a slate of proposed directors, the Board of Directors should identify its needs, as well as the need for broad representation from various industry segments.

A call for nominations for open board positions should be emailed to all current members of the Chapter and allow two weeks for nominees to present information such as a bio, picture, involvement with the chapter and statement of intent. The President and President elect will verify that the nominee is in good standing with the organization. All potential candidates can be slated on the ballot for voting along with their nomination information provided. In the event that there are a large number of nominees or questionable nominations a small committee can be formed from board members not up for re-election to ratify the ballot. All nominees shall agree to serve in advance of being nominated. Nominees shall have a full understanding of the responsibilities involved in board membership. The chapter handbook and bylaws provide a general overview.

### **The Election Process**

An election of directors can be held by mail ballot, email ballot or by a meeting of the membership. At least two weeks is suggested for the election process.



All ballots should have ample space for write-in candidates. A write-in candidate must agree in advance to being written in and should have a thorough understanding of the responsibilities involved in board membership. A sample ballot is included at the end of the chapter.

The board should appoint one or more election inspectors to supervise the counting of ballots received by the President. An election inspector (commissioner) may be anyone from the chapter's general membership. The names of voters are checked against a current membership list. The President will reach out to all candidates to inform them of the results before it is announced to the Board of Directors, the membership and National AHF Staff.

### **Electing Chapter Officers**

The Board of Directors at their first meeting can ask for board members to volunteer to fill specific officer duties such as recording secretary, membership liaison, media specialist etc.

Suggestions for Board Member Terms & Assignments:

- President – 1-2 year term (serves as President elect and Past President also)
- President Elect – 1 year followed by above
- Treasurer – 2 years – to allow for continuity (if not re-elected to position or resigns the Board may select a qualified member of the board to fill)
- All other Board Positions – 2 years

As with directors, candidates for officers' positions should be thoroughly aware of the responsibilities in those positions and should commit to fulfill them before being elected.

### **Filling Board Vacancies**

In the event a board vacancy occurs, the chapter president, with the confirmation of the chapter board, may appoint a member to fill a vacancy until the next regularly scheduled board election.

## **Chapter 5 – Microsites**

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AHF National offers each affiliated chapter with a microsite; an extension of our AHF site, fully editable by each chapter. This site can house communities, events, leadership information, sponsors, news and more. A microsite checklist, including what information you'll need to start a microsite and an editing cheat sheet is available in *Appendix 5*.

To create a microsite, please contact AHF Staff ([info@healthcarefoodservice.org](mailto:info@healthcarefoodservice.org)) with complete information for the site (see *Appendix 5*). It will take between 1-2 weeks for the site to be set up with any information you provided. Following the site set up, a 30-minute webinar will be scheduled with a volunteer from chapter leadership, to go over how to edit the microsite, update content, create pages, etc. That volunteer will be given admin rights to the site, allowing them backend access to edit the site.

## **Chapter 6 – Membership**

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### **AHF National Membership Levels**

**LEVELS** (an explanation of these levels is available on the [AHF Website](#))

Operator Member

- Primary (one required at each facility)

- Secondary (no limit on number)
- Business Partner Member
- Primary (one required at each company)
  - Secondary (no limit on number)
- Educator Member  
Student Member  
Retired Member

If anyone in your chapter has questions or suggestions about reports, benefits, member records or other membership related topics, please call Headquarters.

### **National Membership Mailings**

Individual members receive periodic mailings from the national office that apprise them of national news and membership information. Examples of the membership renewal letters and dues forms that are sent routinely when memberships are about to expire may be obtained by contacting the national office. S.O. Connected is a National publication that is sent electronically to each national member quarterly.

### **The Chapter's Role in the Membership Process**

AHF chapters constitute a portion of the AHF membership. While membership is critical to the national organization's success, it is equally important to the life and vitality of each chapter.

Members strengthen chapters and lend the imagination and dedication needed to plan and execute interesting educational programming and events. The more committed the chapter is to recruiting and retaining its members, the richer the chapter and AHF will be.

### **The Chapter Membership Committee**

Membership recruitment and retention is an extremely important job within the chapters. Most chapters have membership committees that assume the bulk of the responsibility for servicing the chapter membership. A list of suggested membership chair and membership committee responsibilities follows.

- Appoint a co-chair or vice chair for possible succession.
- Assign committee members the following areas of responsibilities:
  - Send a welcome letter to new members.
  - Coordinate calling or writing members whose memberships are about to lapse.
  - Send notes to newly expired members.
  - Set up membership booths at local trade shows and career fairs.
  - Set up a hospitality committee to welcome new members at events.
  - Maintain a portable membership display and have it present at all events.
- As membership chair, assume the following areas of responsibilities.
  - With your membership committee, develop a chapter membership recruitment and retention plan, aiming at increasing chapter membership.
  - Maintain the membership records of the chapter, alone with a secretary or paid assistant or in conjunction with national's membership department. (Use of a database or other consistent organizational system to maintain records are encouraged).
  - Send correspondence to members at the direction of the chapter chair and chapter board.
  - Act as the conduit for membership questions and suggestions to the chapter board.
  - Oversee the membership drive efforts.

- Coordinate with national Headquarters on national membership development or support programs.
- Act as the liaison with other chapter membership chair.
- Forward communications to the Headquarters office for chapter website updates.

In addition to the responsibilities listed above, the membership chair should be familiar with the chapter membership, which includes knowing individual members and their preferences.

Getting and keeping members is necessary for a strong and healthy chapter. Make sure your membership chair is committed to this mission, understands the responsibilities of this committee and supports their efforts by serving on the committee, getting new members, calling those about to expire, volunteering to staff a membership table at an event and participating in similar activities.

### **Techniques for Attracting and Retaining Members**

Plan for reasonably priced, diverse and interesting chapter events and quality programs:

- Get publicity in a newspaper and on the national AHF website:
- Submit description of events to your local newspaper's community calendar at least two weeks preceding the event.
- Place ads in print, radio and TV media.
- Gain the support of the healthcare foodservice community through networking and inviting these parties to events and collaborating with them to plan programs
- Develop a membership display to have at events and display national support materials as well as local materials (list of chapter officers and chapter activities).
- Develop a prospect list. Suggested sources are:
  - Membership records of former members
  - Registration lists of event attendees (non-members)
  - Conference participants list
  - Leads from current members
  - Directories, lists from related associations
  - Purchased mailing lists
  - Signup sheets at membership booths
- Make new/existing members feel welcome. Examples include:
  - Welcome letter/postcard from the chapter/personal call
  - Buddy program
  - Hospitality committee at event
  - New-member reception every 3-6 months
  - First-year member reception at the annual meeting
  - "How's-it-going?" letters, postcards, telephone calls at the six-month mark
  - Priority seating at an early reception
  - Publish on a regular schedule a chapter newsletter. Include local and national news, future events, and profile of members and listing of new/renewed members.
  - Remind members of membership benefits whenever possible, e.g., print benefits on back of event flyers; emphasize local benefits.
  - Keep an ample supply of membership brochures and flyers on hand and display them at all events.
  - Send the S.O. Connected newsletter editor and national office press releases and photographs of local events.
  - Participate in a national membership campaign and offer a local prize.
  - Offer membership incentives (e.g. special event rate for those who join that day).

- Create an event price difference between member rate and non-member rate (a minimum of a \$10 to \$15 differential between member and non-member cost for all functions whichever is greater).
- After sending renewal letters, if the member doesn't renew, send a persuasive letter, with a membership form inviting them to rejoin. Include a list of upcoming events to entice them.

Personal phone calls and conversations are one of the best recruiting tools. Potential members appreciate hearing from peers that experience similar situations and can work to find common solutions.

### **Chapter Membership Mailings**

Chapters that have been successful at membership recruitment and retention have initiated their own membership mailing process. Listed below are suggested membership mailings:

#### **Chapter Welcome Packet**

1. Chapter welcome letter
2. Local chapter events
3. Local newsletter
4. Invitations
5. Local board list with committees and officers (phone numbers)
6. Volunteer sign-up sheet for committees

#### **Chapter Renewal Packet\***

1. Personal letter encouraging renewal
  2. Reminder of upcoming events
- \* follow up with phone call

#### **Chapter Prospect Packet**

1. Cover letter
2. Chapter newsletter
3. Chapter calendar of events

### **Volunteering**

Active members are the most influential means for attracting future members. At least yearly, the chapter should send a volunteer sign-up form to its members and follow up with everyone who signs. This mailing may also include a questionnaire soliciting ideas for chapter programming.

## **Chapter 7 – Financial Management, Permits, Insurance and Tax Information**

Proper financial management ensures that the chapter will operate efficiently and legally but also is necessary to satisfy Internal Revenue Service annual reporting requirements.

The chapter agrees to open their own bank account, in the name of the chapter, at an FDIC insured financial institution, enroll for general liability and D&O insurance ([contact AHF Staff](#)), apply for a tax identification number from the Internal Revenue Service and file the appropriate yearly paperwork (including the 990). Per the Chapter Affiliation Agreement.

### **Reporting Requirements for AHF**

It is the responsibility of each chapter to determine if there are filings required by their state and to file such reports in a timely manner. Copies of such filings should be kept for seven years, before being destroyed.

## **Operating Budget**

At the beginning of each calendar year, the treasurer, or his/her delegate, finance committee, program chair and chapter chair should develop a chapter operating budget. The operating budget includes projected revenue and expenses, specified by category. A sample operating budget is included in this chapter.

In order to maintain the financial health of the chapter, compare actual revenue and expenses with projections.

## **Chapter Financial Controls Concerning Cash Management**

A monthly report showing bank account balances, receipts and distributions should be prepared by the treasurer for the board. The chairman will receive a copy of the report along with the bank reconciliations and copies of the monthly bank statements. The chairman is responsible to review and monitor these reports.

An annual report consisting of all the above will be sent to the national organization.

## **Control Over the Release of Transfer of Funds**

### **General Account**

It is recommended that:

- A maximum balance of \$6,000 is held in a checking account. This account may be an interest-bearing checking account.
- A \$2,000 minimum balance is recommended.
- Any check written for more than \$500 must have two (2) signatures. It is suggested not to have printed on your checks, "Two signatures required for amounts over \$\_\_\_\_\_." In the case where a check is misused by someone who writes it for an amount higher than the predetermined amount authorized with the bank (\$500), the bank will be at fault for cashing it.

Funds in excess of \$6,000 can be placed in a money market or other higher interest-bearing account. Any check or transfer of these funds must have two (2) signatures.

### **Scholarship Account**

This account should be an interest-bearing account. Any check written should have two (2) signatures.

The treasurer, president or other members of the executive committee can be signatories on all accounts. No check should be signed by the person to whom the check is payable, either to the person individually or to the person's account.

### **Managing the Investment of funds**

The chapter board must approve the treasurer's proposal for the investment (deposit into interest-bearing accounts) of these funds before any accounts may be changed or established. Any proposal should include the institution, location, type of account, interest rate and time period for these funds. (CDs require time-deposit commitments.)

### **Financial Record Keeping: General**

Depending upon the specific needs of the chapter, record keeping may be done manually or via computer. Several chapter officers have recommended using accounting software.

The treasurer maintains financial records for the chapter by creating a categorized ledger corresponding with the operating budget and balance sheet accounts. They must also record all cash disbursements (payments) and receipts (deposits) by category.

Monthly, or at least quarterly, the treasurer will summarize the ledger disbursements and receipts and report to the chapter board. The national office must receive these reports quarterly.

A chapter reports to national by completing the balance sheet and revenue and expense statement forms.

All paperwork, including reports submitted to national, should be filed by financial period and archived three years.

### **Programs**

The program chair, working with the treasurer and event chairs, should establish event budgets and reporting procedures. The treasurer summarizes program revenue and expenses in his general financial report.

### **Committees**

Each committee involved in cash transactions should report income and expenses to the treasurer as transactions are made. Generally, this is done by submitting a check request to the treasurer for disbursements and forwarding all checks received.

### **Vendor Payment Policy**

In order to maintain national's image of integrity and honesty, it is established policy that all vendor cost estimates be submitted or confirmed in writing and signed by the relevant committee chairman and that all vendor terms are honored with timely payments made with a chapter check.

### **Assistance with Financial and Accounting Issues**

Please contact the accounting department at Headquarters for information, forms and assistance with state requirements.

## **Chapter 8 – Chapter Events & Programs**

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Programming is the tool for accomplishing the educational mission of the organization while simultaneously building and retaining membership. As the primary revenue generator for chapters, it is imperative that programs be planned thoroughly and managed effectively, using the event-coordination expertise of board and chapter members.

### **Programming Criteria**

All programming should meet CEU goals as spelled out by AHF

### **CEUs**

Many members of AHF maintain company and regulatory agencies' educational requirements, licenses, registrations and certifications. Chapter meetings need to assist with this member need and assure prior approval of and as last resort, subsequent approval of CEU (continuing education units)

- Approval forms are available online for The Academy of Nutrition & Dietetics, Association of Nutrition & Foodservice Professionals and the American Culinary Federation. These are easy to complete and should be submitted soon after securing your speakers. Each credentialing body has their own guidelines for submission. If you have questions, you may contact national Headquarters.
- Offer certificates of completion to attendees at their request.

- Add the commitment of your chapter to obtaining CEU credits in your mailings, communications and website information listings. Assure your meeting content meets the requirements of the CEU provider organizations.

### **Program Chair Responsibilities**

The program chair, along with the individual event chairs, forms the program committee. The delineation of responsibilities is:

- Oversee event sub-committees, lending organizational and procedural support, contacts for sponsorships, supplier resources, etc.
- Submit the events calendar to the national office;
- Liaison with national program department
- Develop an annual calendar of events and budget for your board's approval.
- Oversee CEU credits

### **Event Chair Responsibilities**

- Develop the event concept as outlined by the task force.
- Budget the event by using the events checklists (included in this chapter) to determine profitability.
- Devise an action plan, with assigned responsibilities and deadlines, from event concept through execution and follow-up (see events checklist)
- Meet frequently to review all assignments and discuss next steps
- Report to the program chair or chapter board as required: the chapter board must approve the event concept, date and location, price, food and beverage selection, invitation and promotional materials and special requirements
- Submit insurance information to the national office and the insurance carrier so the event will be covered;
- Attend and staff the event
- Complete the final accounting of event and submit to program chair or chapter Board
- Either develop a PR outline or, if your chapter has a PR committee, ask for their assistance to promote the event

### **Types of Programming**

The types of programming are as vast as a chapter's imagination. General programming ideas include:

- Vendor sponsored educational sessions
- Industry visits such as plant tours
- Food shows and culinary competitions
- Government officials such as FDA, health department and related speakers
- Paid and free speakers of interest
- Chapter member presentations
- Healthcare foodservice related trips and tours with CEU potential

For more programming ideas, chapters may survey their members or call other chapter chairs or program chairs to learn what type of programs have been successful for them and can advise on expedient planning and implementation. In addition, each meeting of the chapter board generates minutes that include discussion on chapter programming.

### **Pricing**

AHF strives to offer high-value, affordable programs in order to attract and serve as many interested participants as possible. Nevertheless, attending programs at a reduced rate is a benefit of AHF membership. Programs should carry anywhere from \$10-\$25 difference between member prices and guest/non-member prices. Why such a difference? If the member/non-member price is significantly different, it encourages the guest to become as a

member especially if they attend several events. You can also offer an introductory price for the first time someone comes to an AHF event with a reduced-price difference.

Generally speaking, when setting the price for an event, the following are factored: Well-known expenses, including estimated postage and handling charges and complimentary tickets and estimated maximum attendance. Once expenses are figured and attendance estimated, divide costs by the break-even attendance rate (66-75 percent of total estimated attendance) for an approximate ticket price.

Specific pricing is a function of the program's revenue goals and budget, as well as realistic attendance goals and perceived value.

The AHF reservation policy should always be stated on the invitation. Likewise, the guest policy (# of guests allowed if any and guest price) should appear on the invitation. The chapters address or phone number or the address of where to send checks or credit card information should also appear on the invitation.

### **Event Publicity**

Working in tandem with the public relations chair, event committees may use electronic communication to members and potential members including operators and business partners to promote chapter events. See Public Relations for more information.

See *Appendix 2* for the following forms:

- Event Description & Date Information Checklist
- Event Budget Checklist
- Event Budget Worksheet
- Event Responsibility Checklist
- Sample program invitation

### **Scholarship Program**

#### **Starting an AHF Chapter Scholarship Program**

Providing scholarships to individuals is one of the most direct and effective ways for chapters to support the mission of the national AHF organization.

Following are some guidelines and general suggestions regarding a chapter scholarship program.

#### **Establish Guidelines**

National AHF provides a full conference scholarship to the president of each chapter; should the president be a business partner, National will not pay their conference attendance. Please encourage chapter members, officers and committee chair persons to attend the conference as well. Fundraising through the year needs to take this into consideration to meet the needs and assure members make the national meeting when and where possible.

#### **Finding Candidates/Choosing Recipients**

Begin by appointing a scholarship committee. The committee should be charged with developing procedures and selection criteria. Some of the areas you'll need to consider when establishing criteria for your program:

1. Will applicants be considered based on financial need? Merit? Both?
2. From what geographic location (chapter boundaries, region, counties, etc.) will applicants be considered?
3. What criteria, frequency and amount do awards available have?



The committee should also develop the necessary forms (applications, reference forms, letters, etc.) and present their recommendations to the chapter board for thorough discussion and approval.

## **Chapter 9 - Communications**

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### **External**

Media Training Toolkit can be found on the AHF website.

### **Internal**

#### **The Chapter Newsletter**

The chapter newsletter complements the national e-newsletter and magazine by providing information about local AHF events, issues and chapter numbers.

#### **Content**

As with news releases, newsletters should carry information that is factual and unembellished. The newsletter should be written in the third person. The newsletter is primarily a reporting of past chapter and national events, notice of future chapter and national events and activities of chapter members. Some chapters also include a commentary from the chapter president, national news, recipes, or news about new foods or trends healthcare foodservice.

An informal or formal survey of the chapter membership may assist you in determining what news the membership would prefer to read in the newsletter.

#### **Format**

The form in which the chapter transmits its news is dependent upon the chapter's newsletter budget, frequency of publication and chapter size. Some newsletters are electronic, print form, in letter format, others resemble the national newsletter, and some are primarily a calendar of events. The goal is to develop a newsletter that is legible and easily understood.

#### **Advertising**

A chapter may accept advertising in its newsletter, providing the advertising is relevant to the membership's interest. Advertising should not be presented as an endorsement solely of the product by the chapter.

#### **The Newsletter Committee**

In some chapters, the newsletter committee is composed of the newsletter editor, who corresponds with other committee chairmen to glean news specific to their committees and then uses the information to write the newsletter. Other chapters have newsletter committees composed of an editor (the committee chairman), various reporters and a graphic designer. The newsletter committee format is contingent upon the volunteer power of the specific chapter and the frequency of the newsletter.

In smaller chapters, this can be managed by one person.

#### **Printing and Mailing**

According to many chapters, the most efficient method for preparing the newsletter is to develop a newsletter format and create a template on a computer that is used for each issue. Software such as Microsoft Publisher can provide a newsletter template.

Depending upon the size of the chapter, the newsletter may be laser printed by the newsletter committee, or a quick-print business can do it for you.

Another option is e-newsletters. There are several products available (Constant Contact is the most popular and utilized by national Headquarters) that allow someone with no html or web design experience to produce an e-newsletter. In addition to providing templates and design elements for the newsletter, these programs also track open rates and click throughs to help track the readership of your newsletter.

## **Chapter 10 – AHF Publication Standards**

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A strong, consistent identification is important in building the public's awareness and understanding of AHF. The AHF graphic identity unifies our organization. It was developed to communicate the stature of The AHF and at the same time, reinforce AHF's reputation for quality, innovation and diversity in healthcare foodservice.

The core of AHF's identity is the logo. The logo and its complimentary typeface create a distinctive signature for AHF. When used consistently by each chapter, on stationery, newsletters, invitations, banners and other visual materials, AHF projects a strong, unified image and contributes to enhanced public perception of the organization and its programs. In all cases, the AHF national identity takes precedence over any customized chapter identity.

Following are the basic standards for using the AHF logo. These simple guidelines are designed to help ensure that each use of the AHF logo contributes to a positive public image of our organization.

When developing applications (newsletter mastheads, stationery, invitations, etc.), please refer to these guidelines and keep the AHF image in mind.

Please call Headquarters if you have questions or need assistance.

### **Basic Standards Name**

The national organization is known as the "Association for Healthcare Foodservice". In all cases, first reference to the organization should be Association for Healthcare Foodservice.

After the first reference, it may be referred to as its acronym, AHF. AHF, as a national body, may be referred to as AHF.

### **AHF Logo**

National AHF created logos for each chapter. They are available by contacting national Headquarters and should not be altered in any way (color, proportion, cropped, etc.). Logo must be replicated as follows and is available in JPG and EPS format.



### **Website**

The national website provides space for each chapter to list upcoming events, announcements and the listing of the board of directors. This must be updated at least quarterly and could be removed by Headquarters staff if not done so. If a chapter has their own website, which is managed by an outside company or member, that link will be available on the AHF website.

The standards of publication are the same as the national AHF publication standards listed in chapter 10 and are subject to laws, rules and regulations governing websites. In addition, some creativity in design will be kept in check so as to assure designs are consistent with the national site design and format. Content and designs are subject to approval of the webmaster and the national board, the Internet service provider and Headquarters staff.

Any other questions regarding logo usage or brand standards should be referred to Headquarters.

**Appendix 1: Financial Management**

**BALANCE SHEET**  
**for the \_\_\_\_\_ Chapter**  
**Report for the Month Ending \_\_\_\_\_.**

**Assets**

Cash \$ \_\_\_\_\_

Receivable(s) \$ \_\_\_\_\_

Furniture and Equipment \$ \_\_\_\_\_

Other \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

**Liabilities and Fund Balance**

Accounts Payable \$ \_\_\_\_\_

Other Liabilities \$ \_\_\_\_\_

Fund Balance <Deficit> \$ \_\_\_\_\_

Total Liabilities and Fund Balance \$ \_\_\_\_\_

**Appendix 1: Financial Management (cont.)**

**STATEMENT OF CASH RECEIPTS AND DISBURSEMENTS**  
**for the \_\_\_\_\_ Chapter**  
**Report for the Month Ending \_\_\_\_\_.**

**Cash Receipts**

Receipts from Program Events \$ \_\_\_\_\_  
*(List on a separate sheet)*

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

**Total Receipts** \$ \_\_\_\_\_

**Cast Disbursements**

Program Events \$ \_\_\_\_\_  
*(List on a separate sheet)*

General and Administrative \$ \_\_\_\_\_  
*(List on a separate sheet)*

**Total Disbursements** \$ \_\_\_\_\_

Net Cash Inflow <Outflow> \$ \_\_\_\_\_

\$ \_\_\_\_\_

**Total Receipts** \$ \_\_\_\_\_

**Appendix 1: Financial Management (cont.)**

**SAMPLE BUDGET**

<b>Budget Year</b>	<b>Budget 2018</b>	<b>Actual 2018</b>	<b>Budget 2019</b>	<b>Estimate 2019</b>	<b>Proposed 2020</b>
<b>Revenues</b>					
<u>Net Event Revenue</u>	\$ 22,664	\$ 20,826	\$ 28,000	\$ 21,701	\$ 20,770
<u>Money Market</u>	\$ 180	\$ 134	\$ 140	\$ 131	\$ 130
<u>Revenue Sharing</u>	\$ 840	\$ -	\$ -	\$ -	\$ -
<u>Advertising Sales (Newsletter)</u>	\$ -	\$ 240	\$ 800	\$ 825	\$ 800
<b>Total Revenue</b>	\$ 23,684	\$ 21,200	\$ 28,940	\$ 22,657	\$ 21,700
<b>Operating Expenses</b>					
Insurance	\$ 200	\$ 225	\$ 300	\$ 300	\$ 300
Meeting Expense	\$ 2,000	\$ 1,621	\$ 1,800	\$ 2,344	\$ 2,400
Members' Night	\$ 772	\$ -	\$ 500	\$ 365	\$ 500
Miscellaneous	\$ 100	\$ 86	\$ 100	\$ 256	\$ 100
Newsletters	\$ 3,000	\$ 2,315	\$ 400	\$ 3,684	\$ 4,000
Postage	\$ 500	\$ 225	\$ 500	\$ 105	\$ 200
Institute Support	\$ 3,000	\$ 3,000	\$ 5,000	\$ 1,500	\$ 3,000
Office Supplies	\$ 300	\$ 362	\$ 400	\$ 151	\$ 100
Stationary	\$ 500	\$ 461	\$ 500	\$ -	\$ 500
Telephone	\$ 300	\$ 294	\$ 400	\$ 139	\$ 100
Travel	\$ 5,000	\$ 3,064	\$ 6,000	\$ 3,857	\$ 4,000
Scholarship Program	\$ -	\$ -	\$ -	\$ 206	\$ 500
<b>Total Operating Expense</b>	\$ 15,672	\$ 11,653	\$ 15,900	\$ 12,907	\$ 15,700
<b>Net Revenues</b>	\$ 8,012	\$ 9,547	\$ 13,040	\$ 9,750	\$ 6,000
<b>Educational Fund</b>	\$ 5,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000
<b>Addition to Cash Reserve</b>	\$ 3,012	\$ 3,547	\$ 7,040	\$ 3,750	\$ -

**Appendix 2: Event/Programming Examples for a Joint Sponsored Event  
Description & Date Information Checklist**

Name of Event

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Description of Event

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Menu/Beverages/Food

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Entertainment

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Number of people/Event capacity

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Theme of Event

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Date and Time of Event: \_\_\_\_\_ Location of Event: \_\_\_\_\_

**Appendix 2: Event/Programming Examples for a Joint Sponsored Event  
Budget Checklist**

<b><u>Costs Estimated</u></b>	<b><u>Actual</u></b>	<b><u>Supplier Name</u></b>
Invitations (design/printing)	_____	_____
Mailing (bulk mail/postage)	_____	_____
Press Releases	_____	_____
Press Comps Advertising Food	_____	_____
Wine AV/music	_____	_____
Program Materials (design/printing)	_____	_____
Photography Entertainment	_____	_____
Decorations/props costumes	_____	_____
Labor/gratuities	_____	_____
Transportation Lodging	_____	_____
Insurance Licenses	_____	_____
Coat Check Valet	_____	_____
Rent	_____	_____
<b><u>TOTAL COSTS</u></b>	_____	
<b>Price of Event/Admission Fee:</b>	_____	



**Appendix 2: Event/Programming Examples for a Joint Sponsored Event  
Budget Worksheet**

Projected administration fees income \_\_\_\_\_  
Projected sponsor revenues \_\_\_\_\_  
    Projected total income \_\_\_\_\_

**Projected Net Income and Breakeven Number**

Projected income \_\_\_\_\_  
Projected costs \_\_\_\_\_  
    Projected net income \_\_\_\_\_  
Number of admissions to cover-out-of-pocket costs \_\_\_\_\_

**Formula:** Divide *Event Price* into *Total Out of Pocket Costs* Equals *Number of People* who must attend in order to break even

**Actual Net Income**

Actual income \_\_\_\_\_  
Actual costs \_\_\_\_\_  
Actual net income \_\_\_\_\_

## **Appendix 2: Event/Programming Examples for a Joint Sponsored Event Responsibility Checklist**

<b><u>Committee Member</u></b>	<b><u>Responsibility</u></b>	<b><u>Timeline</u></b>
Public Relations	_____	_____
Invitations/Communications	_____	_____
	<i>Design, Bids, Proof, Printing, Mailing lists, Guest list, Label/mail hand address/stamp</i>	
Public Relations	_____	_____
	<i>Write release/get approval, Mail out release, Provide list of press comps to reservation coordinator, Clipping services</i>	
Calling Committee	_____	_____
Reservations	_____	_____
	<i>Receive reservations, Create reservation list, Deposit monies received, Arrange for collection at door, Arrange for check-in people at event, General admission/VIP &amp; Press</i>	
Food/Beverage Arrangements	_____	_____
	<i>Develop menus, Test menus, Coordinate with catering management, Get celebrity chef's checklist, Set-up food stations/arrangements, Set-up beverage stations/arrangements, Determine needed quantities, Determine special handling, How F/B served and by whom, How delivered and by whom, when, where, How paid, by whom, when, Send confirmation letter to each supplier</i>	
Sponsors	_____	_____
AV/ Music	_____	_____
Decoration/Props	_____	_____
Coordinate with Locations	_____	_____
Actual Budget/Payables	_____	_____
Live Entertainment	_____	_____
Program Materials	_____	_____
	<i>Design, Content, Printing, Distribution method, Include membership information</i>	
Cooking Demonstration	_____	_____
	<i>Arrangements, Assistant, Seating or hands on, AV kitchen/ingredient needs, Extra equipment</i>	
Membership Table	_____	_____
	<i>Get people to staff an event, Determine information to provide, Handle retail sales, Provide petty cash for check-in and sales, Name tags/program distribution</i>	
Retail Sales	_____	_____
	<i>Order or buy product for sale, Determine price/sale tax</i>	
Insurance	_____	_____
	<i>Send form to Institute</i>	
Arrange Transportation	_____	_____

Arrange Lodging \_\_\_\_\_

Comp or paid \_\_\_\_\_

Thank you letters \_\_\_\_\_ After Event

Photography \_\_\_\_\_  
*Press release needs/B&W, Chapter album/color, Special pictures for VIP's, Coordinate photos for people who want prints*

Silent Auction \_\_\_\_\_  
*Get donations document, Thank you to donors, Physically bring items to auction, Create auction form, Tally auction results and announce.*

## Appendix 2: Event/Programming Examples for a Joint Sponsored Event Sample Program Invitation Format

### The [NAME] Chapter of ASSOCIATION FOR HEALTHCARE FOODSERVICE

invites you to attend

#### *Title of Event*

description of event: include topic, speakers, short background on speaker

day and date

start time to finish time

where: complete address

cross streets, parking availability city

list of sponsors

Price **MEMBERS**

**GUESTS:** About \$10.00 more than member price

Please complete and return the portion below with your check by DATE. Replies received after that date will be honored only if there is space available. For more information, please call (Contact Name) at (Phone Number) and a volunteer will return your call.

Your check is your reservation. Please send your check to: address. For information call: name and telephone (event chair). No refunds will be given for cancellation; if you cannot attend try to send someone else.

### **Reservation Policy**

General AHF policy regarding reservations is as follows:

- Payment in advance is a reservation
- Reservations are accepted by mail, not by telephone or facsimile. However, reservations may be accepted by telephone after the mail deadline if there is space remaining
- Reservations are accepted in the order received
- The person in charge of accepting reservations will provide an up-to-date list of paid and unpaid reservations to the event chair
- Each chapter needs to develop a general cancellation policy that should be printed on every invitation

### **Complimentary and Discount Ticket Policy**

General AHF policy regarding complimentary tickets is as follows. *It is however recommended that each chapter develop their own chapter policy as it relates to complimentary tickets to provide continuity and fairness:*

- Complimentary and/or discount tickets to an event will be allotted at the discretion of the board member in charge of the event and/or the chapter chair.
- Complimentary and/or discount tickets must be considered in the cost of producing the event. If funding is tight, or attendance is limited, the board member in charge of the event may prohibit complimentary tickets for that event.

- Complimentary and/or discount tickets are a way of rewarding exceptional contributions by committee members or others in producing an event and should be awarded in this spirit.
- Complimentary and/or discount tickets may be awarded to companies or individuals that donate products or services, per the approval of the event chair and/or chapter chair.
- Complimentary and/or discount tickets may be allotted to the media, based on recommendations by the public relations chair and the approval of the board.

### **The Invitation**

The event invitation not only communicates the practical information (date, time, etc.) about the events, but also conveys the event's image-and to a more general degree, the chapter's image and AHF's image. An invitation is a public communication piece and is often the first impression a person receives of the event and the chapter. While invitations need not be lavish or expensive, they ought to be well planned, neat and legible. Theming an event and giving it a clever name helps set the tone for an event and can build excitement. The AHF logo, along with the name of the chapter, should always appear on invitations and should be used appropriately.

Events should be announced to the membership in ample time for them to plan to attend. The recommended minimum lead-time is three weeks. A suggested invitation timeline is attached. Mailing lists and labels should be made at least two weeks in advance of the scheduled mailing.

An event committee may assign one person to work with the designer, set deadlines for copy, coordinate mailing and accept RSVPs for all events (which enables the membership to send its reservation checks to the same address each time.)

In order to ensure a consistent appearance among all materials, some chapters charge the Communications Committee with the task of designing invitations.

## Appendix 3: Sample Chapter Ballot

### *Chapter Logo*

#### **Election Ballot for Board of Directors (Year)**

Please refer to the attached document for the professional bio for all those running for election.

Please return ballot to Chapter President Name by [DATE] to email@email.com or fax to #

#### **Operators (Vote for # needed)**

Nominee \_\_\_\_\_  
Nominee \_\_\_\_\_  
Nominee \_\_\_\_\_  
Nominee \_\_\_\_\_  
Nominee \_\_\_\_\_

#### **Business Partners (Vote for # needed)**

Nominee \_\_\_\_\_  
Nominee \_\_\_\_\_  
Nominee \_\_\_\_\_

Your choices will join the following members of the (Year) Board of Directors:

#### **Officers**

President  
Past President

#### **Board Members**

List of Names of Board Members not up for re-election who want to remain on the Board

Print Your Name: \_\_\_\_\_

Signature: \_\_\_\_\_

*Must be an active paid member of AHF Chapter (Name) as of (date) to vote.*

## **Appendix 4: Fundamentals Of Parliamentary Procedure**

Only the experts or “parliamentarians” must know all the rules and technicalities. The fundamentals listed below can help you organize your meeting in an intelligent, decisive way. It is important to keep in mind that every meeting should have an “order of business” or “agenda.” *Usually included is:*

### **1. Call to Order**

- a. By the Presiding Officer
- b. At a precise time
- c. Followed by verification of quorum

### **2. Opening Exercise, if desired**

- a. Welcome, etc.
- b. Roll Call, if customary

### **3. Reading Of Minutes**

- a. Approved as read or corrected. Reading of minutes can be dispensed with a majority vote without debate. This means they are not read at the regular time. If dispensed with, reading can be ordered (by a majority vote without debate) any time later during the meeting when no other business is pending. If minutes are not read before adjournment, they must be read at the following meeting before reading any later minutes.

### **4. Reports of Officers**

- a. Corresponding Secretary
- b. Treasurer’s Financial Report
- c. Other Officers (call on only if they have report)

### **5. Reports of Standing Committees**

- a. Reports of Special Committees - - Standing Committees listed in Bylaws are usually called on in the order in which they are listed. A motion arising out of an officer’s report or Committee’s report is taken up immediately. Only those Special Committees that are prepared or where instructed to report should be called on. Those that are to report should be called in the order in which they were appointed.

### **6. Unfinished Business**

- a. A question postponed from the last meeting.
- b. Any other unfinished business (Secretary should inform President).

### **7. New Business**

- a. Correspondence that needs action
- b. Bills
- c. Further new business - Members can introduce new items or can move to discuss any matter which is on the table.

### **8. Announcements**

- a. The Chair may make or may call on other officers or a member to make any necessary announcements; member may also obtain the floor for such purpose.

### **9. Program**

- a. Although the program is usually placed at the end of the order of business, it can by special rule be received before the minutes are read or, by suspending the rules, can be received any time. Often in courtesy to a guest speaker, the Chair

may ask for suspension of the rules so the talk can be located at an unscheduled point within the business portion of the meeting. Usually this is done by unanimous consent: Chair announces, "If there is no objection, we will hear our program at this time."

#### **10. Further Business**

- a. Chair asks if there is further business before adjournment.

#### **11. Adjournment**

- a. May be done by general consent or by vote

#### **Reasons for good meeting minutes**

- b. They are the only record of the committee's or board's business
- c. Committee chairpersons use them for constant referral
- d. President must be informed of committee activities at all times
- e. They are essential in continuity of information or to aid succeeding committees and boards

#### **Guide for Recording Good Meeting Minutes**

- a. Label the minutes with the appropriate heading at the top of the first (and subsequent) pages
- b. Include in the first paragraph (bullet items make it easier to read later on):
  - i. Kind of meeting: regular or special
  - ii. Name of the committee or board
  - iii. Date, including the year, time and place of meeting
  - iv. Name of the presiding officer
  - v. Names of members present and absent, including those who were excused or unexcused
  - vi. Whether minutes of the previous meetings were approved as read, mailed or corrected
- c. Minutes should give a stranger who is unfamiliar with the organization a general idea of what happened at the meeting
  - i. Record ideas: Listen to comments, put down main points
  - ii. Summarize: These records are for committee or board use—make them brief but as complete as possible
  - iii. Explain: Don't list acronyms or make reference to proper names based upon the assumption that everyone will understand what was meant. You may need to build a little explanation as you write
- d. Minutes should clearly indicate:
  - i. Major problems stated
  - ii. Suggestions proposed
  - iii. Conflicting points of view for clarification of actions taken
- e. Record all main motions:
  - i. Name the member who made the motion and who seconded the motion
  - ii. Underline the main motion
  - iii. State and underline whether the motion carried or failed
  - iv. Record the names of those who opposed the majority
  - v. Record the names of those who abstained if their abstention was related to conflict of interest.
- f. State the time of adjournment
- g. End meeting minutes with a simple closing phrase (such as "Respectfully submitted," and your name and title)
- h. After the meeting minutes have been approved, the secretary may want to submit them to the president or another officer for an additional signature under the heading, "Attest to" and the date.



### **Helpful Tips for Records**

- a. Always get a copy of the meeting agenda, if there is one.
- b. If a special lengthy report is given, obtain the notes from the person giving the report and summarize it. It is not necessary to record reams of information from the report if the information is available in the files of another committee or the staff.
- c. Request that lengthy, involved motions be written out and given to you after being made.
- d. Minutes should be written up within one week of a meeting.
- e. When applicable, use a capitalized, underlined topical heading to introduce a subject. This helps the reader focus rapidly on a specific area.
- f. When sending out notices of future meetings, include those items on the agenda that require advance thought in preparation for the meeting.

### **Distribution of Minutes**

Minutes should be sent to all committee and/or board members within two weeks following the board meeting.

## Appendix 5: Chapter Microsite Microsite Checklist

### Content needed for the website

*These items are fundamental for building a robust microsite.*

- Upcoming events
- Chapter board roster – name, email, photo
- Social media links – Facebook, LinkedIn, Twitter, etc.
- Membership application information and form
- Chapter contact information
- Images for the carousel – 1200 x 250 px

### Optional content for the website

*These items are optional and will vary across chapters.*

- News
- Sponsor/Business partners – how to join and sponsor
- Membership log-in – on the chapter level

### Header

*The header will be located at the very top of the microsite. It will be the first image you see, and will distinguish chapter sites from one another.*

If you have a particular image/imagery you want used here, AHF HQ will create this for you.

- Please describe what you would like. Some examples have included city skylines, images related to the region, and/or profession.

### Navigation

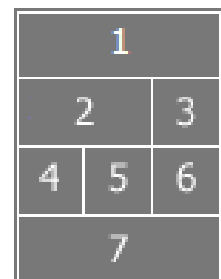
*This is a sample Navigation bar with sub menu items. It is our recommendation to have no more than seven (7) menu items and to keep the Home, About, Events, and Members sections.*

- Home
- About
  - Board
  - Contact Us
- Events
- Members
  - Resources
- News
- Sponsors/Business Partners

### Home Page

*This is the layout used for the microsite's homepage. Each number corresponds to the page guide (right).*

1. Carousel – rotating images, linked to internal/external pages
2. Left box – News, sponsors, etc.
3. Right box
  - a. Social Media – links to any social media
  - b. Upcoming Events
4. Left box – Highlight content
5. Center box – Highlight content
6. Right box – Highlight content
7. Bottom box – Sponsors, news, etc.



## Appendix 5: Chapter Microsite Microsite Editing Cheat Sheet

*How to add, edit and remove content from your Chapter microsite*

**How to Log-in** – <http://connect.healthcarefoodservice.org/chaptername/home>

Username: [website profile email]

Password: [same as your website log-in]

### Terms

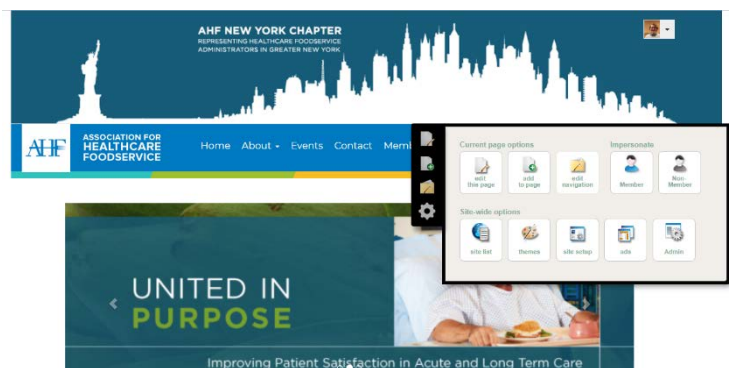
WYSIWYG Editor – “What you see is what you get”, you can style the text, insert photos, hyperlinks and more and how it appears in that box, is how it will appear on the website.

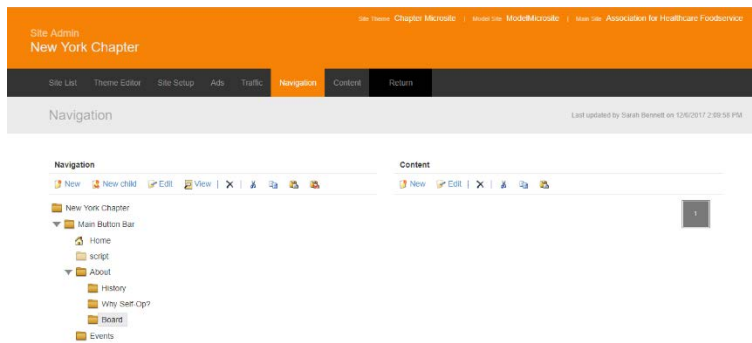
### Header Image – how to add, change

1. Click the Gear icon on the right side of the screen
2. Click “Site Setup”
3. Select “Images”
  - The header image is the fourth option down
  - Header needs to be 1200 px x 200 px, in jpg or png format

### Navigation – how to edit, add, remove

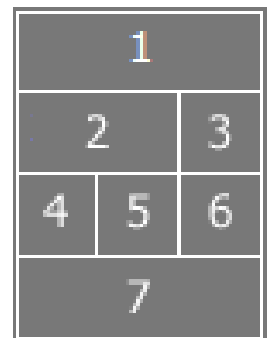
1. Click the Gear icon the right side of the screen
2. Select “Edit Navigation”
  - a. Only edit those items in the folder “Main Menu Button Bar”
- To edit the order of the navigation bar, select what you want moved, click “cut” (scissors), then click the item you want it to be after, and click “paste” (clipboard).
- To add to the navigation bar, select the item you want your new navigation button to be after and click “New” or “New Child” – “New Child” will make a sub-folder under whatever folder you had selected.
  - Type the name of the page and then click “Edit”
  - Copy the “Navigation Title” (name of the page), and paste into the “Page Title,” “Page Code Name” and “URL Name.”
  - Once done, click “Save” and it will return you to the “Edit Navigation” page.
- To remove something from the navigation bar, select it and click “Delete.” **NOTE:** *Once you delete something, it is GONE, there is no UNDO. If you decide to remove content, only remove those items you have created.*





## Content – how to edit, add, remove

1. Click the Gear icon the right side of the screen
2. Select “Edit Navigation”
  - a. Select any item under the “Main Button Bar”
  - b. You will see “Content” to the right of the “Navigation” folders
    - i. Click on a Navigation folder and the content on that page will appear on the right.
  - c. To add content to the selected page, click “New” on the “Content” side. *If you are adding content to the Home Page, choose where you want this content to appear in the layout grid (right).*
  - d. Name the page and check the box “Show Title?”
  - e. Paste any text/copy into the “HTML Content” WYSIWYG editor and style as desired. *Header styles can be found under “Styles,” “Formats,” “Headings.” Just select the text you want to change and select the appropriate “Heading Style.”*
    - i. Click “Save” to go back to the Navigation/Content editor, click “Save and Return to Site” to see how it looks on the website.



## Rotating Carousel

*Image Size – 1200 px x 250 px*

The rotating image carousel on the home page of your microsite is a widget, editable from the home page when you’re logged in to your profile.

1. Once logged in, select “Edit Carousel”
2. Select “+Add”
3. Click “Upload Image” – images must be 1200 px x 250 px, in JPG, PNG, GIF or BMP format.
  - a. Select your image and click “Save”
  - b. Add the URL (external or internal) of where the image will take you to, once clicked.
  - c. Click “Save Slide” to take you back to the Carousel Builder or click “Save and Add Another Slide” to let you add another slide.
  - d. Click “Save” and your Carousel is built!
4. Once your Carousel is built, you can tweak the Settings.
  - a. Select the “Settings” in the Carousel Builder.
  - b. Click “Slide Controls” and then “Arrows” to change the Glyphicon for the slider.
  - c. Click “Miscellaneous” where you can adjust the “Time Between Slides.”

