

ESD Association Job Descriptions

President

The Board of Directors elects the President of the ESD Association for a one (1) year term of office. The President may serve up to two consecutive terms after which time a new President must be elected to office.

The President's responsibilities include:

- A. Preside over all Board of Director Meetings and Executive Committee (ExCom). Meetings including setting the agenda.
- B. Appoint all committee chairs with the advice and consent of the Board of Directors.
- C. Sign all ESDA contracts, agreements, and Memoranda of Understanding (MOU's) as approved by the Board of Directors.
- D. Sign the Association's 990 tax form prepared by the Accountant.
- E. Authorize all official press releases.
- F. Organize and preside over the Annual Membership meeting, which occurs during the Annual ESD Symposium.
- G. Is ultimately responsible to the members for all ESDA activities.

Senior Vice President

The Board of Directors elects the Senior Vice President of the ESD Association for a one (1) year term of office. The Senior Vice President may serve up to two consecutive terms after which time a new Senior Vice President must be elected to office. The Senior Vice President's responsibilities include:

- A. Review all ESDA contracts with HQ Operations.
- B. Oversight of Meeting Planner with the Director of Operations.
- C. Oversight responsibility of the Headquarters office and personnel. Some of the required duties include:
 1. Prepare the annual performance evaluation of the Director of Operations.
 2. Review the evaluations of the HQ staff. Review the analysis completed by the Director of Operations of the employee reviews.
 3. With the Director of Operations, prepare the employee performance review recommendations for presentation to the Executive Committee.
 4. Complete annual survey for the various Office Staff positions to ensure that the ESDA wage structure is competitive. Update salary guideline as needed.
 5. Assist the Director of Operations in the preparation of personal development plans.
 6. Maintain the HQ & ESD Association procedures manuals.
 7. Develop the HQ portion of the annual ESDA budget with the assistance and input of the Director of Operations.
 8. Oversee the implementation and maintenance of Employee benefit plans.
 9. Review all ESDA check details.
 10. Ensure that the Association Treasurer has approved the appropriate distributions to the employee SEP account on a quarterly basis.
 11. Function as the Business Operations Coordinator and is responsible for the supervision, coordination, and personnel development of Business Unit Managers of "Human Resources", "Facility Certification", and "Marketing & Communication" activities and committees.
 12. Ensure that the Strategic Plans developed by ExCom and the Board of Directors are implemented throughout the business organization.
 13. Work with ExCom to resolve all conflicts related to the direction and priorities of the business committees.
 14. Coordinate with the Director of Operations to meet HQ staff support needs for business operations.
 15. Report to the President regarding performance status of Business Unit Managers and Business Committee Chairs. This information will be used during annual performance reviews between the respective individuals, the President, and ExCom as required.

16. Report to ExCom regarding status of business operations relative to strategic goals and objectives of the ESDA. Advise the BoD as required.
17. In the event that the President is unable to preside over any meeting of the BoD, the Senior Vice President will Chair the meeting.
18. In the event that the President is not able to complete his/her term of office, the Senior Vice President will assume the duties of the President (see section 5.5 of the Association Bylaws).

Vice President

The Board of Directors elects the Vice President of the ESD Association for a one (1) year term of office. The Vice President may serve up to two consecutive terms after which time a new Vice President must be elected to office. The Vice President's responsibilities include:

1. Assist the President and Senior Vice President in developing the ESD Association strategic plans.
2. Functions as the Technical Operations Coordinator and is responsible for the supervision, coordination, and personnel development of Business Unit Managers of "Standards", "Education", Advanced Topics, and "Symposium" activities and committees.
3. Ensure that the Strategic Plans developed by ExCom and the Board of Directors are implemented throughout the technical organization.
4. Work with ExCom to resolve all conflicts related to the direction and priorities of the technical committees.
5. Coordinate with the Director of Operations to meet HQ staff support needs for technical operations.
6. Report to the President regarding performance status of Business Unit Managers and Technical Committee Chairs. This information will be used during annual performance reviews between the respective individuals, the President, and ExCom as required.
7. Report to ExCom regarding status of technical operations relative to strategic goals and objectives of the ESDA. Advise the BoD as required.
8. Participate in Executive Committee Conference calls and meetings as required between meetings of the Board of Directors.
9. In the event that neither the President nor the Sr. Vice President can attend a scheduled ESDA Board meeting, the Vice President will preside over the meeting in their absence.
10. Maintain the ESDA meeting schedule.

Treasurer

The President of the ESD Association appoints the Treasurer for a (1) year term. There is no limit on how many times a person can be appointed to this position. It is recommended for the same person to be appointed at least two consecutive years to maintain consistency in budget management. The Treasurer's responsibilities include:

1. Be the focal point for the development of the annual budget. Complete the budget call at the Fall meeting. Request all Business Unit Managers prepare next year's budget. Work with HQ to prepare the budget files and timeline. Compile the budget submissions and ensure the BoD receives the files prior to the BoD meeting for review.
2. Keep track of Association expenditures and compare them to the budget. Provide quarterly reports to the various Business Unit Managers as well as the BoD so that sound business decisions can be made.
3. Ensure that funds are spent and/or invested in accordance with the ESD Association policies. Account balances should adhere to insurance regulations:
 - a. Checking account balances are insured under FDIC up to \$250,000.
 - b. Investment funds are insured under SPIC up to \$500,000.
4. Approve SEP distributions for the employee SEP accounts on a quarterly basis.
5. Work with Director of Operations to develop the audited financial statements, which must be made available annually to the Association membership.
6. Sign the Association's NYS Department of Law Charities Bureau tax form prepared by the Accountant.
7. Review the Annual audit schedule with the Director of Operations. The audit is completed to encompass an annual review of HQ accounting procedures with the Association Accountant to verify the accuracy, timeliness and correctness of HQ's financial management procedures.

Secretary

The President appoints the Secretary for a (1) year term. There is no limit on how many times a person can be appointed to this position. The Secretary's responsibilities include:

1. Record and publish the meeting minutes of all Board of Directors meetings and the Executive Committee meetings. The Secretary is responsible for sending a signed copy of the minutes and all attachments (originals) to HQ for distribution and filing, within two weeks of any recorded activity.
2. Assure that all meetings, proposals and resolutions comply with the Constitution and Bylaws of the ESD Association and to coordinate all changes that are made to the Constitution and Bylaws.
3. Responsible for the application of the Corporate Seal of the ESD Association to documents as required.
4. Responsible for reminding meeting managers to display Antitrust (Appendix L) and Confidentiality policy (Appendix N).

Board of Directors

It is important to understand a Board member's responsibilities and to know the organization's expectations. Board member performance will be reviewed. A Director of the Board, or Member at Large, is elected by the ESD Association membership to a three (3) year term. A Director of the BoD may be elected to a maximum of two (2) consecutive terms. Service on a nonprofit board is not merely an honor granted in recognition of your industry achievements. It entails legal obligations and an important responsibility for stewardship of the goals and principles of the nonprofit organization. NOTE: All Board Members should be familiar with Appendix D – Director Responsibilities and Liabilities and the Code of Ethics.

Individual Board Member Responsibilities

- Attend all board and assigned committee meetings.
- Be informed about the organization's mission, services, policies, and programs.
- Review agenda and supporting materials prior to board and committee meetings and be prepared to vote on any issues raised during the meeting.
- Review the Director Responsibilities and Liabilities in Appendix D of this document
- Serve on committees or task forces and take on special assignments as needed.
- Accept the assignment to Chair a Standing Committee or take responsibility for tasks or projects as requested by the President. When chairing a standing committee or projects, the BoD Member has the following responsibilities:
 - Ensure that the progress of each committee/project is reported at the Board of Directors meetings.
 - To inform the committee members or project participants of any requests made by the Board of Directors.
 - Submit the annual budget of the committee or project and approve any related budgeted expenses that are submitted to the treasurer.
 - Ensure that the Committee or project meets its objectives and commitments.
 - Inform others about the organization.
 - Suggest possible nominees to the board who can make significant contributions to the work of the board and the organization.
 - Keep up-to-date on developments in the organization's field. Assist the board in carrying out its fiduciary responsibilities.

Personal characteristics to consider

- Ability to: listen, analyze, think clearly and creatively, and work well with people individually and in a group.
- Willing to prepare for and attend board and committee meetings, ask questions, take responsibility and follow through on a given assignment, evaluate one's self.
- Develop certain skills if you do not already possess them, such as to cultivate and recruit board members and other volunteers.

- Possess: honesty, sensitivity to and tolerance of differing views, a friendly, responsive, and patient approach, community-building skills, personal integrity, a developed sense of values, concern for your nonprofit's development, a sense of humor.
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Attendance in meetings

One of the board members' basic duties is to attend and participate in meetings.

ESDA Board of Directors Attendance Policy

1. Meeting attendance for all Members of the Board of Directors (BoD) (Member at Large) is defined as follows:
 - a. Present: Member is present at the time a scheduled meeting is called to order and remains in attendance until the reading/approval of the meeting minutes and meeting adjournment. NOTE: Late arrival and/or periodic, short duration absences during the meeting may be considered acceptable at the discretion of the President.
 - b. Absent: Member is not present at the time a scheduled meeting is called to order, is not present for extended periods of time during the meeting, and/or is not in attendance during the reading/approval of the meeting minutes and meeting adjournment. A Member at Large may not always be present and participating for the entirety of a scheduled meeting. In the event a Member at Large (a) is absent for an extended period of time during a given meeting, and/or (b) departs a given meeting prior to the reading/approval of the meeting minutes and meeting adjournment, the President and/or any Member of the BoD may make a motion for the absent Member at Large to be marked as "absent" in the official meeting minutes. Any Member at Large unable to attend a scheduled meeting shall notify the President. Such notification must be received by the President prior to the meeting being called to order and must detail why said Member is unable to attend. Any Member submitting advanced notice of absence shall be marked "absent, with regrets" in the official meeting minutes and will be taken into account when determining meeting attendance criteria stated in the Bylaws of the ESDA.

ESD Association Press Book Reviewer

The ESD Association provides a book list that contains books that address issues related to EOS/ESD that are deemed to be of interest to its customers/members. The ESD Association technically reviews the publications before they are listed in our book review publication. The Senior Vice President will select a qualified, technical reviewer(s) for the publication. The Senior Vice President will ensure that the reviewer is willing to review the publication. The publication will be sent to each of the reviewers along with a cover letter requesting that they review the book and return a written, two to three paragraph summary of the book along with a recommendation on whether or not the book should be included in the Association's book review publication.

Standards Business Unit Manager

Responsible for the overall operation of the Standards Business Unit.

The purpose of the Standards Committee is to develop, evaluate and publish industry standards applicable to the field of interest of the ESD Association. The Standards Procedures Manual governs the Standards Committee. This manual describes:

- A. The overall operation of the Standards Committee.
- B. The roles and responsibilities of all individuals and groups involved in Standards Development.
- C. The Standards development process.

Standards Committee (STDCOM) Member

The Standards Committee is a recognized developer of ANSI standards. Part of the ANSI certification process requires that the Standards Committee submit their Standards Development procedures to ANSI whenever a change is made. The latest version of the Standards Procedures Manual can be obtained from HQ. NOTE: The

formal liaison with ANSI is through the Standards Committee. The Standards Committee is structured as follows:

Standards Vice-Chairperson

Responsible for the activities related to the operation of the Standards Committee.

Standards Committee (STDCOM) Member

This body votes on the elevation of all Standards Committee documents.

The committee should have an ANSI required balance of users, suppliers and interested parties.

TAS Chairperson

Responsible for the activities related to the operation of the Technical and Administrative Support Committee.

Technical and Administrative Support Committee Member

A group that is responsible for the technical review of Standards documents to ensure continuity and correctness of Standards publications. A member(s) of TAS will be appointed by the Technical Advisor (TA), with the advice and consent of the President to become a member of the US TAG (Technical Advisory Group) to IEC TC101-Electrostatics. They will be responsible for reviewing IEC standards documents and assisting in developing the US position on International Standards.

Technical Advisory Group (TAG)Member

A committee of both the ESDA and the US National Committee (USNC) under ANSI. The TAG nominates a Technical Advisor to the USNC for a four (4) year term. The Secretary of the USNC will request confirmation of the nominee by the President of the ESDA after the USNC voting process to accept the nominee. TAG membership is open to all but must be applied for and a fee paid to the USNC.

Standards Working Group Member

These groups develop the various Standards documents.

Symposium Business Unit Manager

The Symposium BUM primary role is providing consistent management in the planning and scheduling of activities that are required to deliver a successful annual Symposium. This is obtained by:

- Insure continuity of operation from one year to the next one and facilitate integration of new teams member
- Streamline execution and increase productivity of each single organizational aspect of the Symposium
- Drive a vision 5-10 years ahead for the Symposium focus
- The Symposium Business Unit Manager heads an executive team (Symposium Executive Steering Committee Team) comprised of General Chair, Vice-General Chair, TPC Chair, Workshop Chair and HQ.

The responsibilities of the Symposium BUM are:

- Review of feedback from Symposium/Workshop surveys and implementation of modification/improvements to next Symposium
- Interface with the Advanced Topics and Education Council BUMs as of vision for future Symposia
- Interaction between Symposium and IEW
- Keep up to date the Board of Directors as of the Symposium status
- Within one month after the closing of the current Symposium, the Symposium BUM provides a revised ESD Association Symposium operations manual to HQ for review and implementation.

Symposium General Chair

Description and Responsibilities The General Chair, while following Symposium Operations Manual and working closely with other team members, is responsible for planning and scheduling of activities that are

required to deliver a successful annual Symposium. Planning and activities that are required but certainly not limited to are to nominate a new Steering Committee, as outlined in the Operations Manual, to propose a working budget to be approved by the BoD, and to plan and conduct at least three (3) Steering Committee Meetings prior to the Symposium. The General Chair works very closely with the steering committee particularly with the Vice General Chair and HQ. The Vice General Chair and HQ should be copied on all correspondence regarding Symposium business. The Vice General Chair should be ready to accept either temporary or permanent responsibility for completing the tasks required to stage the Symposium.

Symposium Steering Committee Member

The following section contains brief descriptions of duties and responsibilities for the Symposium Steering Committee positions and some of the operating committees. The specific responsibilities and procedures are detailed In the ESD Association Symposium Operation Manual. Appointments to the positions of General Chair (GC), Vice General Chair (VGC), and Technical Program (TPC) Chair are for a one-year term. While there is no standard progression of appointments from any position to another over time, nor is there to be any assumption that an individual will be appointed to a given position year after year- there is a natural progression from TPC Chair to VGC to GC thereby reducing the training time required to complete each of these responsibilities. It is desirable to maintain this progression. In addition, it should be noted that each position has the responsibility to serve as a backup to another making the progression an important consideration.

Steering Committee Description and Responsibilities

The Steering Committee, outlined in the ESD Association Symposium Operations Manual will be comprised of at least the following Committee Chairs with the listed general responsibilities. Detailed responsibilities are described in the ESD Association Symposium Operations Manual.

Symposium Business Unit Manager

Responsibilities described above.

General Chair

Responsibilities described above

Vice Chair

Has specific responsibilities as defined in the ESD Association Symposium Operations Manual and is responsible for assisting the General Chair or to take over the responsibility of the General Chair, if necessary.

Past General Chair

Acts in an advisory roll and assists the General Chair.

Technical Program Committee (TPC) Chair

The TPC Chair selects and organizes the Technical Program Committee in order to provide a Technical Program of the highest possible quality for the Symposium. The ESD Association Symposium Operations Manual provides detailed procedures in accomplishing this goal.

TPC Member

Members of the TPC committee are responsible to review and select the technical papers from submitted abstracts that will be presented at the EOS/ESD Symposium.

Registration Chair

Working with HQ, the primary responsibility of the Registration Chair is to provide an efficient and friendly registration process at the Symposium.

Arrangements Chair

The Arrangements Chair while following the ESD Association Symposium Operations Manual and working closely with HQ, is responsible for the information booth and providing all of the signs and

directions for all of the activities during and surrounding the symposium. The Arrangements Chair, working closely with the TPC Chair, is responsible for the Speakers Prep Room, Authors Corners, supplies, and guidance.

Audio/Visual Chair

The Audio/Visual Chair, while following the Operations Manual and working closely with HQ, is responsible for coordinating all details related to audio and visual requirements.

Workshop Chair

The Workshop Chair, while following the Operations Manual and working closely with HQ, is responsible for coordinating all details related to providing stimulating and informative Workshops.

Exhibitor Liaison

The Exhibitor Liaison follows the ESD Association Symposium Operations Manual and works closely with HQ to provide communication to and from the Exhibitors, formally and informally. Current Exhibitor Annual Letters, Exhibitor Director, and Exhibitor Surveys are formal forms of communication. A more detailed description of responsibilities and procedures are contained in the ESD Association Symposium Operations Manual.

Advanced Topics Business Unit Manager

The primary responsibilities are to lead, strengthen, and coordinate new ESDA program offerings. These may include new tutorials, workshops, invited papers, or poster sessions. The Advanced Topics BUM works closely with the Education BUM, Symposium BUM, and Standards BUM to identify and present growth opportunities. The Advanced Topics BUM is expected to pay close attention to Technical Session topics, pioneering technology, key note topics, Standards Working Groups, and successful Workshop topics. All of these areas can provide insights into possible new growth areas. The Advanced Topics BUM reviews questionnaire comments from all events to stay abreast of participant suggestions.

Education Business Unit Manager

The Education Committee is driven by the ESDA mission statement to spread knowledge of the association and its technical products. By spreading awareness of the association and encouraging participation, we provide a continuous bounty of creative thinkers at both the student and professional level who invest themselves in researching, documenting, and sharing their results with industry. The Education Business Unit encompasses all education offerings by way of workshops and courses delivered through online training events, tutorials, and seminars. The unit is comprised of curriculum implementation and university programs.

International Electrostatic Workshop (IEW) Board of Directors Advisor

The primary role of this position is providing consistent management in the planning and scheduling of activities that are required to deliver a successful annual workshop. This is obtained by:

- insuring the continuity of operations from one year to the next and facilitating the integration of new team members
- streamlining the execution and increasing productivity of the organizational aspects of the workshop
- drive a 5 year vision following the workshop focus

The IEW advisor works with the IEW management team and supports the IEW Finance and registration chair.

IEW Arrangements Chair

The IEW arrangements chair is responsible for all of the arrangements and coordination of the IEW event. Working with HQ these items include the even schedule, contracts

IEW TPC Chair

The IEW TPC chair is responsible for the IEW call for presentations and to coordinate the review of submitted abstracts, select committee members, assign reviewers, select presentations, and working

with Headquarters send out notices to authors. In addition, the IEW TPC chair is responsible for reviewing the presentation files, program, and handout book.

IEW Publicity and Communications Chair

The IEW publicity and communication chair is responsible to coordinate the program and call for presentations electronic distribution. There should be coordination with any other known events or conferences that ESDA has affiliations with.

Curriculum Implementation Chair

The Curriculum Implementation Chair works with the Advanced Topics BUM and Education Council to implement strategic education initiatives. Initiatives may be identified by the Education Committee, Council, Symposium BUM, or other stakeholders. The Curriculum Implementation Chair is responsible for the delivery of the ESDA tutorial program and manages the tutorials that are delivered at the Symposium as part of the National Tutorial Program. The Curriculum Implementation Chair also manages the scheduled tutorials set by the council and assists as needed. The chair works closely with HQ for the coordination of all programs.

Professional Certification Instructor

Certification programs are developed to offer training and testing to certify technical qualification on defined subjects. Available certification programs include Program Manager and Device Design. Instructors for courses to be included in the curriculum are required to develop course material for vetting and approval by the Program Manager Council. Modifications to the program are to be managed to remain current with the needs of industry.

Program Manager Council Chair

Is appointed by the Education Business Unit Manager to develop a committee for the purpose of designing syllabi for course development as well as for vetting course material and presentations. Syllabi are archived at headquarters.

Device Design Council Chair

Is appointed by the Education Business Unit Manager to develop a committee for the purpose of designing syllabi for course development as well as for vetting course material and presentations. Syllabi are archived at headquarters.

Computer Based Training

Computer Based Training develops training products designed for factory in-house training programs in support of ESDA standards and procedures. The training products will be sold and delivered as CDs.

Web Based Training

Web-Based Training refers to the coordination of a web-based training site with ESDA Instructors and material for 1-hour on-line training sessions. Attendance requires payment. Instructors receive honorarium.

University Program Chair

The University Program Chair is responsible for the oversight and maintenance of the University Programs including Academic Outreach and On Campus.

Academic Outreach

Activities organized at the academic level are with Universities that offer an advance technology curriculum.

On Campus Chair

On Campus refers to visits made by the On Campus chair and is also open to ESDA Board- members with a vetted presentation to further the student and faculty awareness of the ESD Association, its

programs, and opportunities. It is intended that travel to the On Campus visit be easily accessible to the speaker either by its proximity to home or office, be in proximity to a location of business travel, or be paid for by the inviting University

University Outreach

University Outreach refers to visits of invited professionals in the science of ESD to present basic awareness of opportunities in the field of ESD and the value of research in the ESD community. Presentations are provided to the BoD for review and are geared toward the technical level of the audience. It is intended that travel to the University visit be easily accessible to the speaker either by its proximity to home or office, be in proximity to a location of business travel, or be paid for by the inviting University.

Training Partner Chair

The Training Partner Chair is tasked with pursuing International partners to work with ESDA in pursuit of International training events.

Education Council member

The Education Council consists of the Education BUM, Advanced Topics BUM, Device Design Chair, Program Manager Chair, Training Partner Chair, and HQ Director of Operations. The council manages all tutorial and certification Programs. The council is responsible for:

- Oversight of instructors of ESDA tutorials.
- Reviewing any new tutorial proposals and qualification for new instructors.
- Ensuring fairness in material and instructors are selected for presentation.
- Managing instructor rotation.
- Setting the education schedule for all tutorials that are offered internationally and domestically including at meeting series and symposium.
- Responsible for reviewing industry needs for the selection of new tutorials as a service to industry.

National Tutorials Chair (Tutorials Implementation Chair)

National Tutorials are courses developed for presentation at Symposium, which may or may not be courses required for a certification program. Selection of courses for presentation at Symposium and their management, including the selection of monitors, is to be coordinated by the Tutorial Implementation Chair through the Symposium General Chairman for acceptance. Management of tutorials to be presented at other times through the year, referred to as Regional Tutorials, is to be coordinated through headquarters and the requestor (i.e. local chapter). It is the Tutorial Implementation Chair's responsibility to assure vetted materials and Instructors are available for each requested educational event. This includes course materials not included in a Certification program. Courses require payment for attendance.

Instructors receive honorarium for courses given at Symposium. Instructors receive expense reimbursement as well as honorarium for other tutorials.

Facility Certification Business Unit Manager

Develops, maintains, and monitors the Facility Certification program. This includes the development and maintenance of the Certification Body Training Programs to support ANSI/ESD S20.20 and IEC 61340-5-1 Facility Certification. The ESDA Facility Certification Program is patterned after the ISO9000 series of standards but specifically relates to the certification of ESD control programs. The ESD Association developed the Facility Certification Program. Certification is granted by ESDA approved ISO9000 Certification Bodies who employ ESDA trained Lead Assessors. Certification Bodies selected for auditing facilities for ANSI/ESD S20.20 Certification shall be certified in their respective countries to perform ISO9000 audits (equivalent to ANSI-ASQ National Accreditation Board -ANAB certification in the US) and meet all standards of performance as established by the

ESDA Certification Committee Member.

The committee shall be responsible for confirming that Certification Body facility audits conducted for the purpose of ANSI/ESD S20.20 and IEC 61340-5-1 Certification are complete, and meet the requirements of the ESDA.

- A. The Certification Committee shall maintain records of Certified Facilities, and their Re-Certification status.
- B. The committee shall be the ESDA'S representative in maintaining communication with respective Certification Bodies in the certification or re-certification of facilities, and related assessment of fees and royalties.
- C. The Committee Chair shall report status of certified facilities to the Board of Directors at each scheduled Board meeting.

Human Resources Business Unit

Membership Committee

The purpose of the Membership Committee is to increase the industry awareness of the activities, goals and accomplishments of the ESD Association, and therefore, increase membership. The duties and responsibilities of the Membership Committee include the following:

- A. Work with the Marketing & Communications BUM and HQ to keep members and perspective members informed of Association activities and benefits including publication of articles about Association activities.
- B. Establish a plan to systematically increase membership.
- C. Support the Local Chapter Committee activities as a vehicle to increase membership.
- D. Work with HQ to monitor membership activities and communicate the availability of services and products to the membership.
- E. Work with the HQ to ensure that the renewal notices are issued, typically in the months of October through March.
- F. Present Membership benefit enhancement proposals to the Board of Directors.
- G. Develop information for marketing as well as new product development to meet the needs of a growing membership based on data assembled in a database offered in surveys and other data collection methods.

Local Chapter Committee

The purpose of the Local Chapter Committee is to:

- A. Support the development of new local chapters.
- B. To assist established local chapters maintain and expand membership.
- C. The Local Chapter Chair is the Board of Director's representative on the Local Chapter Committee.

Nominating Committee

The functions and purpose of the Nominating Committee are to:

- A. Understand the necessary qualifications for candidates to the Board of Directors as they relate to the current and future needs of the association.
- B. Develop, implement and maintain a program of candidate identification and development for future consideration as members of the Board of Directors, and potential Association Officers.
- C. Prepare a slate of candidates to fill the four (4) Director positions vacated each December.
- D. Oversee the election of the next Board of Director members.
- E. After the election of the incoming Board members, the Nominating Committee shall solicit and submit nominations for the positions of President, Senior Vice President and Vice President to the BoD members for the succeeding year.

Volunteer Recognition Committee

The Volunteer Recognition Committee has the responsibility of planning an annual event to be held during Symposium week to honor the work of the Association volunteers.

- A. Submit budget requirements for this event to HR Business Unit Manager in November for the following year's event.
- B. Identify individuals who will receive any special awards for their contributions as a volunteer.
- C. **ESDA Volunteer Recognition Event Master of Ceremonies**

Corporate Sponsorship Committee

- A. Identify companies who could benefit from the program and present opportunity to them.
- B. Develop a marketing plan and report projections to the HR Business Unit Manager to be used for annual budget planning purposes.
- C. Arrange advertising opportunities with Threshold, ESDA website, and industry publications.
- D. Develop marketing materials.

Awards Committee

The purpose of the Awards Committee is to select candidates for the various ESD Association Awards. The Awards Committee investigates potential nominees, secures biographical data, presents candidate names for the advice and consent of EXCOM during the Spring Meeting series, and obtains the plaque for presentation at the Annual General meeting.

Marketing Committee

The Marketing Committee consists of the Marketing BUM, HQ, and various members of the Executive Committee, Board of Directors, and Business Unit Managers, plus interested volunteers. The Marketing Committee's main function is to assist the various Committees of the ESD Association in developing marketing strategies for their respective activities as they relate to their short and long term strategic plans. The Marketing Committee is also responsible for the Association "STYLE GUIDE". This document sets the parameters for using the ESD Association logo and related copy for all printed materials that use the logo.

Publications Industry publications request technical contributions from the Association on ESD related topics. Some publications have requested consistent contributions and some request periodic contributions. It is the responsibility of the Marketing Committee to:

1. Respond to requests from publication editors/publishers for contributions to their magazine.
2. Record deadlines for submission of the contribution to the publication.
3. Establish corresponding deadlines for the authors to have the article to the Marketing Committee for technical, grammatical and style review.
4. E-mail the article to selected individuals for review (considering technical accuracy and consistency with the Association position).
5. Recruit qualified authors to write the articles or supply the pertinent information to an assigned writer.
6. Solicit selected publications to offer press releases regarding the ESD Association.

Printed Promotions It is the responsibility of the Marketing Committee to develop printed material for the promotion of ESDA events or products. The Headquarters Marketing employee is responsible for the creation of the flyer/brochure with input from the activity leaders.

Publications ID Codes Procedure

Dating of Printed Materials In order to readily identify current versions of various printed materials, each item printed/published by the ESD Association shall be printed with the date the piece was printed. The date shall be in the form of month/year (01/00).

Coding of Direct Mail Pieces Whenever multiple mailing lists are used for direct mail of printed or other materials containing order forms or registration forms, the order forms or registration forms should contain a code identifying the source of the mailing list. This code will aid in tracking the source of the response and assist in identifying which mailing lists are effective. For example, a code identifying a mailing list purchased from Evaluation Engineering magazine would be in the form of EVALENG.

Threshold Newsletter Threshold is the ESD Association's newsletter that is posted on the ESDA website. Threshold is currently published six times a year. ESDA employs a HQ staff member for marketing functions, including Threshold Editor.

ESDA Marketing Plan It is the responsibility of the Marketing Committee and the Business Unit Manager to maintain a 3-year marketing plan to promote the activities of the Association. An updated plan should be presented to the Board of Directors each year at the December meeting. The plan should be based upon the 3-year plans of the Association officers and Business Unit Managers.

Industry Liaison Committee

The purpose of the Industry Liaison Committee is to develop ways to use existing ESDA activities and personnel to expand our focus and membership. An Association Board Member is appointed as the Industry Liaison and is responsible for keeping the Board of Directors current on activities of the industry.