



Board Leadership Orientation

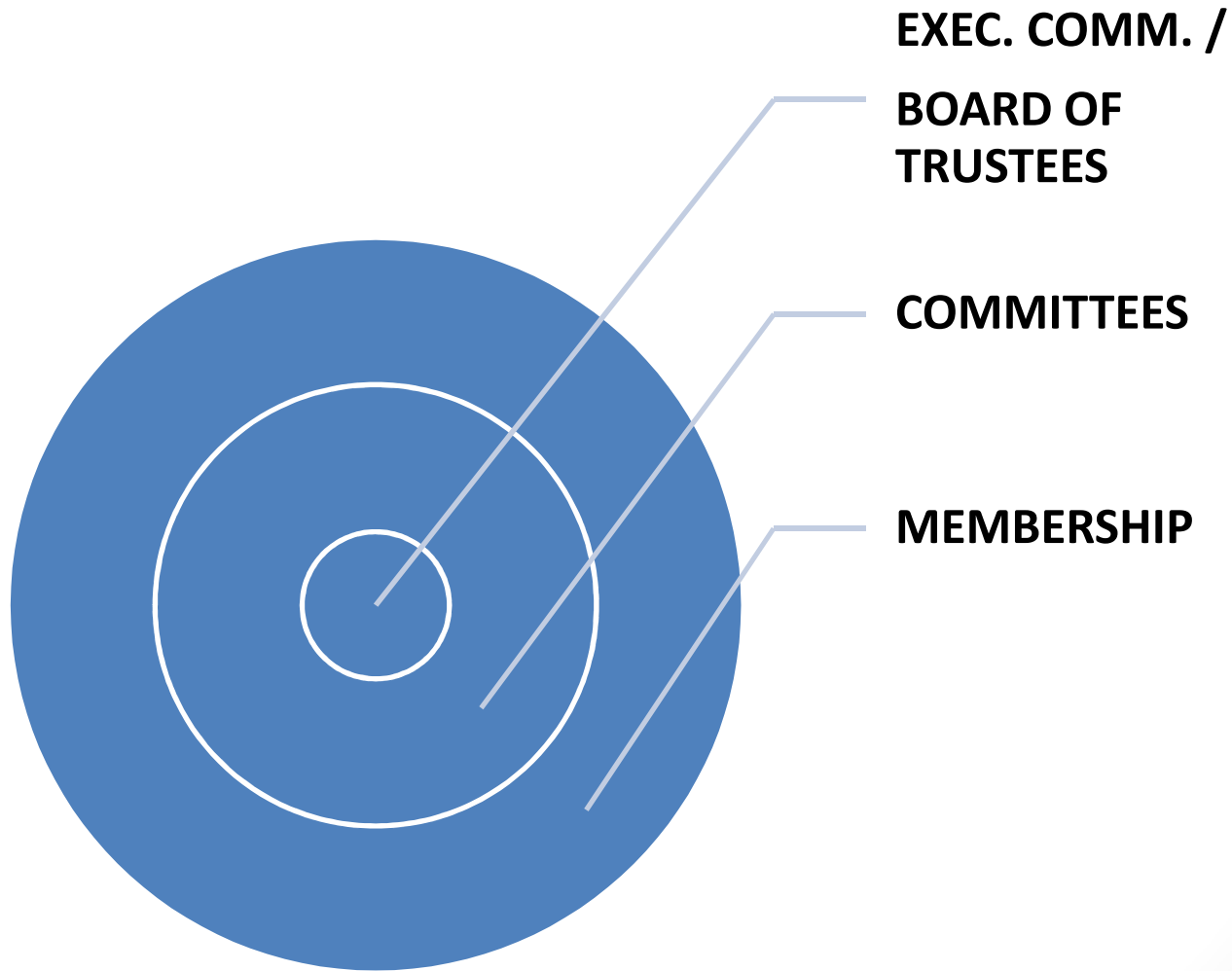
What is Mid-America EDC?

- The Mid-America Economic Development Council is an organization that provides economic development professionals with the following:
 - Resources aimed at helping the economic development professional to excel
 - Recognition of quality economic development programs and marketing
 - Awards programs to reward excellence
 - Promotion of the ten-state region to site selectors and industries to help raise the level of awareness
 - Networking opportunities among regional members to promote idea exchange and partnering

Mid-America EDC MISSION STATEMENT:

Mid-America Economic Development Council is a multi-state association dedicated to being the leading resource for education, making connections, and sharing best practices for economic development professionals.

Mid-America EDC Leadership



- **EXECUTIVE COMMITTEE**

- President,
- 1st Vice President/Treasurer
- 2nd Vice President/Membership Chair
- Secretary/Managing Director
- Immediate Past President

- **BOARD OF TRUSTEES**

- Executive Committee Members
- State Directors from all 10 states in the Mid-America EDC region (2 Directors per state)

COMMITTEES

Membership Committee

- The Membership Committee's mission is to recruit new members and retain existing members. All board members make up the membership committee.

Sponsorship Committee

- The Sponsorship Committee's mission is to target organizations that would benefit from promoting their organizations via the Mid-America EDC Website and at the two annual conferences. Board and Conference Committee members make up the sponsorship committee.

Marketing Committee

- The Marketing Committee's mission is to continually advance promotion and communications, including website updates and advancements. Board members and members-at-large make up the marketing committee.

COMMITTEES (continued)

Competitiveness Conference Committee

- The Competitiveness Conference is held annually in early December in Chicago. Board and members-at-large make up the Competitiveness Conference committee.

Best Practices Conference Committee

- The Best Practices Conference is held each May and rotates among cities in the MAEDC region. Board members from the state in which the conference will be held lead the BP Conference committee and recruit other board members and members-at-large from their state to join the committee. (Illinois does not host a BP Conference, as the Competitiveness Conference is held in Chicago annually). Rotation is below and can be altered if a specific state is not prepared to host.
 - 2015 – Nebraska – Embassy Suites Downtown/Old Market , Omaha – May 13-15
 - 2016 – Ohio – Crowne Plaza downtown Columbus – May 18-20
 - 2017 – Indiana
 - 2018 – Wisconsin
 - 2019 – Iowa
 - 2020 – Michigan
 - 2021 – South Dakota
 - 2022 – Minnesota
 - 2023 – North Dakota

Mid-America EDC Staff

The Mid-America EDC Board contracts with an Association Management Company, *Accent on Management*, who provides the centralized office and employs the Managing Director and support staff:

- Managing Director – Tracey Hogan
- Executive Assistant – Karla Dunbar
- Receptionist
- Bookkeeper
- Account Reconciliation Firm
- Accent on Management (AOM) is accredited by the AMC Institute, the global trade association representing the Association Management industry

What is Your Role?

- Volunteer leaders are responsible for the *direction* of the organization.
- Staff are responsible for the *administration* of the organization.

The board governs... the staff manages

Meetings are a prelude to the work.

They are not the work.

Implementation of the ideas is the work.

Be an Engaged Leader

- **Review and Respond**
 - Read your email & respond to requests (RSVP, votes, etc.)
 - Review meeting materials in advance – Be Prepared
- **Participate**
 - Attend Board meetings & Mid-America EDC events / activities
 - Encourage members & prospective members to participate
 - A quorum of 1/3 of board members is needed for board action
- **Follow Through on Commitments**
 - Review action items in the minutes and initiate action
 - Meet and respect deadlines

Board Members

- Advance the mission of Mid-America EDC
- Ensure fiscal responsibility and stability
- Ensure transparency to the membership
- Follow governing documents
- Determine, monitor and enhance programs and services
- Are visionary
- Are present and engaged
- Are accountable and available
- Identify and recruit new leadership

Committee Chairs

- Organize and lead your committee
- Recruit members
- Engage members
- Maintain content on the committee webpage
- Contribute valuable content to the website and social media
- Educate the membership about your committee issues
- Develop activities to advance your committee's interests
- Identify and plan for leadership succession

Communication Tools

- **Email**
- **Constant Contact**– messages to the membership through the Mid-America EDC office
- **Conference Calls** – dedicated line available to Mid-America EDC Board and Committees
- **Webpages** for all committees
- **Social Networking** – LinkedIn, Facebook, Twitter

You are Protected & Supported!

- **Directors & Officers Insurance** – covers the legal defense of the board
- **General Liability Insurance** – covers property damages and injuries relating to the organization
- **Corporate Status** – Not-for-Profit – 501(c)(6) may provide shield from personal lawsuits

Legal Principles for the Board of Trustees

- **DUTY OF CARE** – *use reasonable care and good judgment in decision making*
- **DUTY OF LOYALTY** – *be faithful to Mid-America EDC and avoid conflicts of interest*
- **DUTY OF OBEDIENCE** – *comply with Mid-America EDC governing documents*

Fiduciary Responsibilities / Risk Management

- **File Annual IRS Tax Return (Form 990)**
- **Avoid Conflicts of Interest**
- **Avoid Antitrust Violations**
- **Budget Annually**
- **Financial Oversight**
 - Executive Director; Bookkeeper; Account Reconciliation Firm; President; Treasurer; Board of Directors; Accountant; IRS

Good Governance

Boards are expected to maintain their accountability, independence and transparency while governing.

- **Mission Statement**
- **Bylaws / Code of Regulations** – require member vote to amend
- **Policies** -
 - Whistleblower; Document Retention & Destruction; Conflict of Interest (IRS Form 990 Compliance)

Summary



- Review the Operations Plan
- Participate Actively in Meetings and Events
- Recruit and Engage Members
- Focus on the Mission & the Membership

**MISSION DRIVEN -
MEMBER FOCUSED**