2014 AAMA LEADERSHIP OVERVIEW
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Overview

Objective

To provide members who will be serving as committee or task group Chairs with an overview of related responsibilities and strategies for completing projects within the established AAMA procedures.

Thank you for volunteering to be an AAMA leader.

Being an AAMA Leader

General Guidelines

- As the meeting Chair, it is important to monitor the available meeting time and limit discussion to listed business items, deferring other topics to the New Business portion of the agenda.
- Announce that all cell phones must be switched to mute/vibrate.
- Use microphones (Chair and attendees).
- Power strips are available in meeting rooms.
- Pass around provided attendance sheets in each of your sessions so everyone can sign-in
- Recognize attendees with raised hands wishing to speak.
- Adjourn five minutes prior to the scheduled end time to allow for travel to other sessions.
- Review and observe the AAMA Antitrust Guidelines at each meeting.
- Encourage participation by all members in attendance.
- The majority of meeting protocol follows Robert’s Rules of Order

Motions:
  - Recorded on motion forms (electronic form is encouraged).
  - Record name of member making the motion and member seconding the motion as well as the count of eligible voting member votes (approve, disapprove, abstain).

Voting is permitted by:
  - All Category 1 members (designated by yellow name badges)
  - One vote per company except within Board committees which have designated voting rosters

Every committee or task group should have a Vice Chair unless the group has Co-Chairs; the Chair is empowered to appoint a Vice Chair – a vote by the group is not required

- Ensure that the scope of the group is attainable, clearly defined, and fully understood and agreed upon by the group members; all activities of the group must be germane to the scope
- Ensure that your group has the Product Development Form completed (This form is intended as an aid for AAMA staff to develop a complete understanding of the inception of a project, along with the requested outcome from the developing committee/task group. This will enable AAMA staff to distribute information about the developed project to the correct outside parties for informational purposes, as well as appropriate promotion. Please fill out this form as completely as possible).

  - The Staff Liaison provides support and guidance to you and the committee or task group to facilitate navigating procedures and completing objectives.

Members Only Sessions:

- Chair’s prerogative to enact a members only session.
- Invoked only as needed.
- An attendee may request this session.
- Typically confined to highly controversial or proprietary discussions.
- Restricted to members with yellow or white badges.
- Non-members ineligible to attend Members Only sessions may be granted special permission and must wear green badges.
Reporting

- Attend meeting(s) listed under Report to Authorizing Group section of your agenda to report on your group’s progress and to carry forward any action items that require approval (use the Reporting form in your Chair packet).
- Chair delivers report or is responsible for arranging a proxy to deliver the report to Council.
- Council Vice Presidents should attend the Closing General Session meeting to provide a brief recap of their Council’s meeting highlights and forward any requests requiring action by the Board of Directors or the general membership.

AAMA Committee and Task Group Governance:

- Board of Directors Participants and Eligibility Guidelines
- Board Committees Participation and Eligibility Guidelines
- General Participation and Eligibility Guidelines
- Antitrust Guidelines

Items to Forward to Council for Action

- Changes to committee or task group name, scope or Chair.
- Request to form a new committee or task group – include name, scope (what/why) and Chair (roster should be established using the applicable form at time group is initially formed (yellow form).
- Request to disband an existing committee or task group.
- Request for general funding – explain project, timeline and amount of funding needed.
- Request for Board Research Committee funding. (Click here for Procedures and Forms)
- Request for special participation by non-member (e.g., consultant or other association).

Items for Council Vice Presidents to Forward to Board for Action

- General funding – explain project, timeline and amount of funding needed. Special participation by non-member (e.g., consultant or other association).
- Formation of joint committee/task group with other association.

Closing General Session:

- Provides attendees a forum at the end of each conference for the following:
  - Members to participate in discussion and decision-making regarding technical, regulatory and marketing issues that impact multiple member segments.
  - Board to address action items from the general membership working groups.
  - Facilitates communication with members regarding Association activities.
- Format Overview
  - Closing General Session occurs on the last day of the conference.
  - Brief reports and/or action items (as indicated on agenda) for each of the following:
    - Councils (report to be provided by 1st or 2nd Vice President or designated proxy).
    - Combined AW/RW Committees and Task Groups (report to be provided by Chair or designated proxy).
    - Regions (report to be provided by President, Vice President or designated proxy).
    - Board Committees (report to be provided by Chair or designated proxy).
  - APG and RPG Presidents, with staff assistance, are responsible for managing reporting time in order to conform with expected adjournment time.
  - Board members will be present to address any action items forwarded to them from the members.

Prior to Departing the Conference

- Submit the following forms at the AAMA registration desk:
  - Meeting minutes with all accompanying motion forms (should be submitted electronically).
  - Attendance form.
  - Project Development Form (If not previously submitted).
  - New committee/task group roster forms.
  - Any other paperwork pertaining to your group that needs to be recorded in the minutes.
Conference Schedule

- Shortly after each conference, an email survey is sent to collect request for meeting time at the next conference. Meeting agenda items must also be submitted in the survey response.
- Criteria for automatic inclusion on the schedule:
  - Reviewing Product Group ballot results.
  - Board Committee.
  - Code group - if actively addressing code proposal positions.
  - Standing Committee or Council.
- If your group does not meet any of the automatic inclusion criteria, you can submit a request to be added to the schedule with an explanation of why it is critical that the group meet in-person at the conference.
  - The request will be reviewed by your Council 1st and 2nd VPs with input from AAMA staff liaisons. And a response will be provided to you.
- Approximately two months prior to the conference, you will receive a draft meeting schedule to confirm that the meeting date/time for your group is acceptable and that you are not scheduled to Chair any other meetings during that same time. Please respond by the requested deadline.

Meeting Agenda

- Approximately four weeks prior to the conference, you will receive a draft agenda of proposed business items for your committee or task group to address at the upcoming event; please respond by the requested deadline with any additions, deletions or revisions to the business items.
- During your review please let AAMA staff know if you are aware of any topics that will be discussed during your meeting that will require a “members only session.”
  - If you are not sure at the review point, please note that there is an agenda item that gives you the option to decide at the beginning of your meeting if any portion will be a “members only session.” This may also be decided at any point if the members and/or chair feel it is appropriate.
- As a Chair, please note that all presentations need to be reviewed by AAMA staff prior to the conference.
- We understand that last minute items do come up during the sessions. If this is the case, please inform your group that the material has not been previously reviewed by staff. It’s at the discretion of the Chair and attendees to decide if the material should be presented. (if the answer is yes a copy of the presentation must be provided to AAMA staff afterwards).

The meeting agenda contains the following:

- Appointment of Secretary – To be assigned to a member attendee; use electronic Minutes Form
- Call to Order – Official beginning of the meeting.
- Introduce Media and Outside Organization Reps – Be aware and identify whether or not any discussion should take place in a members only session. Also provides an opportunity to give a brief overview of the committee or task group’s objective, current status and next steps. (Click here for details on AAMA Meeting and Media Attendance Policies).
- Determination of Need for Members Only Session – Reminder to decide whether or not any topics that might be controversial, that relate to an outside organization that might be present or that are highly proprietary should be addressed in a forum with only members in attendance.
- Review of Minutes – Provides an opportunity for members to request any changes to the minutes (approval by the group is not needed).
- Business of the Meeting – Itemizes all topics the committee or task group needs to address and offers a guide to organizing and managing discussion.
- New Business – After all slated business items have been addressed, all attendees should be given the opportunity to present new business items.
- Determine Need for Conference Call/Interim Meeting – Capture decision in minutes so AAMA Staff liaison can schedule.
• Recap of Action Items, Motions and Assignments – Secretary provides recap of the action items agreed upon during the meeting and any related volunteers and timelines.
• Adjournment – Does not require a motion (except Board Committee) but official ending time of meeting should be recorded in minutes (approval by the group is needed).
• Rosters:
  o Task Group/Committee ballot voting members
    ❖ **Definition:** Individual receives all correspondence related to the committee/task group and is responsible for returning electronic ballots.
  o Task Group/Committee Corresponding Members
    ❖ **Definition:** Individual receives all correspondence related to the committee/task group with the option of commenting on electronic ballots.
• NOTE: If a “ballot voting member” misses two out of three meetings – that individual will automatically become a “corresponding member.” This status can be changed by marking the attendance sheets or by contacting AAMA staff.

**Chair Packet and Electronic Materials**
• Prior to the conference, you will receive an email itemizing the materials that AAMA Staff will prepare (based on the agenda business items) to include on the meeting laptops
• Please respond by the requested deadline with any additions, deletions or revisions to the list of materials you will require based on the agenda business items
• Materials will be provided to you **electronically** on the laptop located in each meeting room; paper copies may be requested in advance and will be provided accordingly; however we strongly suggest the use of electronic forms
• Upon check in at the AAMA registration desk, please request your Chair packet
• Chair packets include the following:
  o Minutes form – though a paper form is provided, use of the electronic form is encouraged
  o Attendance form – lists committee or task group members at top; ensure all attendees sign in
  o Reporting form – includes instructions regarding what and where to report (electronic form is also available and use is encouraged)
• Each conference attendee receives a general email contains the following:
  o Current conference meeting agendas that links to **Electronic minutes form and motion form**, Immediate past conference minutes and all other meeting materials available (ballots, drafts, presentations)
  o Informational Packet
• Conference laptops in each meeting room contain
  o Folder for each group on the schedule with the agenda that links to minutes and meeting materials
  o Folder of AAMA Policies and Procedures
  o Folders for general marketing, technical and meetings information

**Meeting Minutes**
• Within 4-weeks following the conference, Chair, Vice Chair and the Recording Secretary (if noted in the minutes) will receive a draft of the typed meeting minutes in AAMA’s format
• Your review is requested within one week and your response should include any additions, deletions or revisions based on the meeting proceedings. Your approval authorizes publication of the meetings minutes
Working Between Conferences

Conference Calls:

- AAMA uses the GoToMeeting / GoToWebinar for web-based conference calls.
- Conference calls will be scheduled by your AAMA staff liaison at your request and it’s highly recommended to hold a call with your group in finalizing committee/task group to finalize ballot result comments and/or any working drafts.
- Provide to your AAMA staff liaison with a few dates/times based on your availability and the reason for the call. Once the call details are finalized, a notice about the call will go out to the committee/task group members. In case where the Product Group ballot results will be reviewed via conference call, all respondents to the ballot who did not abstain will also be notified about the call. Always strive for a minimum 1 week advanced notice for conference calls.
- Conference call minutes must be submitted to the AAMA staff liaison following the call.

AAMA staff liaison

- Your contact person at AAMA who provides:
  - Support and guidance to you and the committee or task group to facilitate navigating procedures and completing objectives.
  - Responsible for overseeing the activities of your group.
  - Listed on all meeting agendas.
  - Administrates your Minutes, agendas, meetings/conference calls.
  - Monitors other groups’ activities to coordinate with assigned groups.

Balloting Guidelines / Process

The choices in responding to a ballot shall be as follows:

- Approve
- Approve with Comment
- Disapprove with Comment
- Abstain

- Any clarification needed of the document being balloted should be submitted to AAMA staff or the committee/task group Chair prior to submitting a ballot response. Ballot responses are intended to recommend revisions, not as a path for seeking clarification.
- Only comments on the portion of the document/item(s) being balloted will be considered. If you have additional questions about other parts that are not open for ballot, contact AAMA staff.
- All document changes should be recorded in the Word draft via track changes mode.
- Chair should complete the ballot results form by checking correlating box (persuasive and editorial, persuasive and substantive, non-persuasive) and fill in reasoning. All Disapprove with Comments that are found non-persuasive need to include a rationale statement for the decision.
- The minutes must include motions addressing every comment submitted. It is acceptable to use one motion to resolve multiple comments as long as the motion language specifies which comments are included.
- If a commenter addresses various topics in his/her ballot response, motions resolving the person’s comments must specify which portion of the comment is being addressed.
- Ballot respondents should make every effort to be present.
- Ballot respondents should make every effort to be present at the meeting or on the conference call when their ballot response is being resolved – to help if questions arise.
- If this is not possible, ballot respondents may provide additional details to AAMA staff so that it may be provided to the resolving committee or task group.
- For a complete list of AAMA Balloting Procedures and Guidelines please click here.
- Resolution of ballot comments must receive a motion/second and majority vote either through a consent agenda or be addressed individually.

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