

**THE MIA CHAPTER
STEERING COMMITTEE APPLICATION FORM
&
CONFIDENTIALITY AGREEMENT**

The Marble Institute of America (MIA) deeply appreciates the expertise and assistance pledged by those who have volunteered their time to serve in a leadership role for the NY Metro chapter.

Chapter Position Requested (check all that apply):

___ Steering Committee Co-Chair (limited to 3 individuals)

___ Steering Committee (limited to 15 individuals)

I recognize that Chapter Steering Committee members must be MIA members in good standing and that final appointment (1 Year Term) is made by the MIA Board of Directors. All Steering Committee members agree to adhere to the chapter guidelines.

Chapter Requested

___ New York Metro Chapter ___ Toronto Chapter ___ So Cal Chapter

___ Other Name of City: _____

As part of my responsibilities as a steering committee member:

- I will interpret the organization's work and values to the community, represent the organization, and act as a spokesperson.
- I will attend at least 75% of steering committee meetings, committee meetings, and special events.
- Each year I will maintain membership in the chapter and actively participate in one or more membership outreach activities to ensure the organizations maintains a minimum of 25 members.
- I will act in the best interests of the organization, and excuse myself from discussions and votes where I have a conflict of interest.
- I will stay informed about what's going on in the organization. I will ask questions and request information. I will participate in and take responsibility for making decisions on issues, policies and other steering committee matters.
- I will work in good faith with staff and other steering committee members towards achievement of our goal of holding at least 4 yearly events as designated in the MIA Chapter Program Manual.

Signature _____ **Date** _____

Printed Name _____

Title _____

Company _____



MARBLE
INSTITUTE
of America

MIA

Chapter Program

2013 Pilot Program

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Welcome Message

Congratulations! By organizing a Marble Institute of America (MIA) chapter you are extending the reach of MIA to better educate and inform your colleagues in the natural stone industry. We commend you on your commitment to join us in promoting the profession.

As a local organizer, the volunteer hours you spend conducting local chapter business will certainly benefit the association as a whole. At the same time, your volunteer work will also enrich your own professional standing by enabling you to:

- develop skills you can use in business,
- become more involved in the local community,
- network with like-minded individuals,
- further your own career while helping other local members do the same, and
- encourage knowledge-sharing through educational programs.

The MIA wants to make starting and operating a chapter as easy as possible, therefore the association will work with members to build strong and successful chapters. At their core, though, chapters are local organizations run by local members; the ongoing activities will be in the hands of local organizers. The MIA has developed tools to help start and operate a chapter, which will be explained in this guide.

Chapters are extensions of MIA. You have the power to plan and conduct your own activities using your knowledge of the local industry and area. Your enthusiasm and drive will sustain your local chapter over time. Because chapters are part of MIA they need to operate in partnership with MIA staff, within the broad framework - and toward the same HQ objectives - as the main body of the MIA.

The chapter structure created by MIA may or may not be similar to your previous experiences with similar organizations. We urge all local leaders to become familiar with all sections of this document to ensure there will be smooth operations. MIA staff is ready to answer any questions and provide guidance.

Again, our sincere congratulations and thanks,

The MIA Board of Directors

I. Purpose of this Document

The purpose of this document is to give MIA members an understanding of the goals the MIA has established for local chapters and to lead members through the steps they must take to start up a new local chapter. This document is subject to change from time to time to reflect any related policies adopted by the MIA Board of Directors and other evolving adjustments to the Chapter program.

II. Policies & Principles

A. What is a Local Chapter?

A local chapter is an extension of the MIA, the advocate for the natural stone industry - and now it's right in your region. Think of it as an educational branch office of the association.

Because chapters are actually part of MIA - not separate organizations – local organizers can avoid the hassle of incorporating, obtaining an IRS determination as non-profit, filing taxes (even if a non-profit does not pay taxes it still has to file a return) and other government reports.

The MIA handles event registrations for local events (though local organizers set the budget) and MIA pays invoices and keeps track of local chapter income and expenses. This process will ensure that chapter leaders are protected from liability issues as long as they are acting in good faith. This arrangement makes it as easy as possible for members to run local chapters.

Along with the numerous advantages of being part of MIA there are a few important obligations. Chapters are expected to be self-supporting financially, follow MIA's regular policies and procedures and abide by MIA's chapter policies described in this document.

B. Mission Statement

To better achieve its mission of leading and fostering the interests of all involved in the stone industry, the MIA resolves to extend its educational outreach and professional networking through the organization of local chapters. Under the leadership of local MIA members, chapters are intended to support and enhance MIA's role as the leader in education and to promote MIA, its objectives, activities and programs. The primary purpose of the chapters is to increase the value of membership.

C. Organizational Policies

1. Chapter Operation as an Extension of the MIA

Chapters must operate within MIA's regular policy and operations framework and are expected to follow all regular MIA policies including how a chapter operates, handling of funds and payment of invoices.

Organizationally, chapters fall under the direction of the MIA Membership Committee.

For consistency purposes, all MIA Chapters must be named as follows: "MIA (name of city/region) Chapter" in all references.

2. Chapter Leadership

The focus of a MIA chapter is to provide education and professional networking to members. An initial group of interested local individuals will become the chapter Steering Committee. Planning and the execution of chapter programs are the responsibility of the chapter Steering Committee. All members of the Steering Committee must be current members of MIA. Although not a strict requirement, the MIA recommends that the Steering Committee be composed of individuals representing a variety of companies in the area.

Leadership Structure:

The Steering Committee should select the individuals who they want to provide the leadership of the Committee under the following requirements:

- A chapter leadership team must consist of three or more individuals. Three individuals will serve as co-chairs. Additional steering committee members will serve as chapter directors.
- All chapter leaders must be current members of the MIA.
- All parties involved will hold equal decision-making power. In no case should one individual have more influence over the direction of the chapter than any other member of the leadership team.

The Chapter leadership are considered leaders of MIA and, as such, must be approved by the MIA. Chapter leaders and members represent MIA and are expected to carry themselves with professionalism and integrity. The term of office for each of the three chairs shall be one-year. The Co-chairs can serve more terms, but will need to be re-appointed for subsequent terms. MIA reserves the right to dismiss and replace any Chapter leader at any time, at its discretion.

All individuals who assume a leadership role within the Chapter are required to sign an agreement (included in the separate document) that they understand the above and that they agree to enforce the policies of MIA.

The steps to begin the Chapter are:

1. Submit Chapter Application (included in separate document)
2. Each Steering Committee Member (include three Co-Chair) submits the Chapter Leadership Agreement (included in separate document)

3. Coordinating with Other Industry Events

Chapters should make every effort to avoid major schedule conflicts with other MIA programs, as well as other related industry events. Local chapter leaders should keep track of related industry events in their region, since these events could provide opportunities for cross-promotion. All MIA symposiums must be scheduled and planned in conjunction with MIA HQ (more details later in this document).

D. Communication Policies

1. Event Registration

Whenever a local chapter conducts an event, registration for the event must take place via the MIA web site.

2. Email

Chapter member communications should only run through MIA's email system to support MIA's regular email policies via the "groups" page or separate email blasts sent by MIA. Exceptions will be made for the host sponsor (typically a supplier with many contacts in the local market) of each event. Any names and contact information of non-members collected by chapters in the course of their activities should be shared with the MIA Chapter Coordinator so the contacts can be added to the chapter group page.

3. Web Sites

In order to keep a centralized listing of all local chapters and their official business, MIA requires chapters to use the public-facing group's page on the MIA site as the primary web site for the chapter. MIA staff will set up the initial page and then provide information to chapter leaders on how to add or edit content. Local chapters are not permitted to create a web site independent of MIA.

4. Social Media

If desired, chapters may use social media platforms for networking and marketing purposes. LinkedIn is the recommended choice, although chapters may also opt to use other systems such as Twitter, Facebook, etc. Local chapter leaders assume responsibility to maintain activity on these systems without support from the MIA HQ office. If social media platforms require group administration, the administrators should be chapter leadership team members.

Social media platforms should be used primarily for increasing awareness and marketing upcoming events. As such, content such as presentations and meeting minutes should be posted on the MIA site rather than social media sites. Additionally, event registrations should take place on the MIA site, not social media sites.

E. Finances

1. Funding

Chapters must be self-supporting financially. Specifically, chapters should raise sufficient funds to cover expenses of meetings, events and activities. The funding can be generated from sponsorships or registration fees or a combination of both. In most cases, the chapter expenses will be minimal because the host sponsor will assume responsibility for most food/beverage. If revenue exceeds expenses, those funds will be accounted for by MIA and available to the chapter to use for future meetings or activities.

If any chapter has a deficit at the end of the MIA Fiscal Year (December 31), MIA has the option to revoke the chapter's charter pending a review with the Membership Committee.

2. Membership Dues

MIA chapters are open only to MIA members. Non-members can be invited to chapter events for the purpose of learning more about MIA but they must be charged a higher event fee than MIA members.

Current MIA members may join a chapter at two levels:

Level 1: \$150 – company membership (event registration fees apply for each quarterly meeting)

Level 2: \$250 – company membership (unlimited FREE event registrations for each quarterly meeting)

Over time, companies must keep their MIA membership current in order to remain a member of the local chapter. Individuals who are not MIA members can join the association – and, by extension, local chapters - by submitting the membership form on the web site.

3. Event Registration Fees

In addition to obtaining sponsorships, chapters can also charge registration fees to cover the expenses of conducting programs and events. Fees charged to attend chapter events are determined by the local organizing committee, but will generally be:

Member: \$25/person (waived for Level 2 members)

Non-Members: \$50/person (For events which may be free to MIA members there will be a minimum fee of \$15 for non-members)

Registrations are processed online using the MIA website. A member of the chapter steering committee will process onsite registrations.

4. Sponsorship Fees

As previously noted, chapters are self-financed and are charged with raising sufficient revenues to cover costs including recruiting sponsors to support chapter meetings and activities.

For non-symposium local events, local leaders will determine how much to charge, and be responsible for covering costs with event registration fees and sponsorships if needed. A sample Sponsorship Agreement is included in the separate document. Most quarterly meetings will be financed as follows:

Host Supplier: will provide all food, beverage, tables, chairs where necessary (e.g. no cost to the chapter).

Additional Event Suppliers: sponsorships may be sold. These sponsorships will be utilized to cover additional event costs (e.g. paid speakers, speaker travel, promotion, etc).

Sponsorships for symposiums will be handled by the MIA HQ office in conjunction with the local Chapter leadership and its overall sponsorship program.

5. Revenue and Expenses

All revenue collected – including event registration and sponsorship fees - must be reported and sent to the MIA via a check or other method. Cash should not be sent. Any funds raised,

including sponsorships are required to be sent to the MIA HQ within 10 business days of the event.

Sponsors and/or chapter leaders may often pay directly to cover the cost of refreshments or bringing in a speaker. Related fees will be reimbursed from the chapter funds by submitting a MIA Expense Reimbursement Form (included in the separate document). It is up to each chapter to determine the funds available for reimbursement prior to paying out of pocket expenses.

Invoices and bills will be paid by the MIA on behalf of each chapter. Invoices and credit card receipts should be submitted to the MIA with the approval of the chapter chair(s) for payment. Invoices submitted by the 15th of the month are paid on the 30th.

The MIA will account for each chapter's (and symposiums) funds separately and provide a quarterly financial report which will provide a balance sheet and a list of all revenues and expenditures.

Revenue will be designated as follows:

- **Chapter Membership Dues** - will be directed to the MIA to help offset some of the costs for a chapters relations staff role, insurance, and other operational costs (email blasts, website maintenance, etc) associated with the chapter.
- **Registration Revenue** – utilized by the chapter to help offset event costs.
- **Host Sponsorship** – n/a (host will cover food/beverage and other onsite expenses directly).
- **Additional Sponsorships** – utilized by the chapter to help offset event costs.
- **Symposium** – split 50/50 after net costs determined.

At the end of the calendar year, all funds in the chapter's account will be designated as follows:

- **50% chapter** - held over to the next year for chapter programming.
- **50% industry initiative** - designated by the chapter leadership for disbursement to a major industry initiative: scholarship, sustainability, and other board approved initiatives.

F. Non-North American Local Chapters

The leadership team who intends to start a local chapter must apply for a chapter charter. As part of the approval process, the MIA will ensure that local chapters only arise in areas where there is critical mass. In most cases, MIA country managers will be the organizing entity in areas where there is a diffuse population. In countries with both a country manager and local chapter(s) and the country manager should provide supervisory oversight to city-level organizers. MIA will determine any specific situations where a country may be too large to have only one MIA program e.g., China, Australia, etc.

NOTE: not included in the 2013 pilot program.

III. Starting a Chapter

A. In Preparation

1. Gauge Interest

Chapters need a substantial number of members to sustain them. Local organizers must start by working with the MIA Executive Vice President to assess whether there is sufficient interest of MIA members in their area (typically 25-30 companies are needed). The MIA Membership Committee has the authorization to determine whether or not a local area will support and sustain a chapter.

Start by contacting the MIA HQ office to ascertain how many MIA members are in the local area. The MIA will send an email to members and non-members in the region asking if people are interested.

In addition to current MIA members, make a list of other people who are not yet MIA members.

2. Understand Time Commitment

It is important that leadership team members clearly understand that a commitment of their time is crucial. Each volunteer should think carefully before stating their willingness to be part of the leadership team. Consider even discouraging those who are on the fence from being part of the leadership team until such time as their schedule opens (they can of course be encouraged to join and participate in the group events as a regular member).

B. Chapter Formation, Organization and Operation

1. Application Process

The leadership team who intends to start a local chapter must apply for a chapter charter. As part of the approval process, the MIA will ensure that local chapters only arise in areas where there is critical mass. Each chapter is individually approved and chartered by the MIA as a representative of the MIA.

Chapter applications can be submitted by following the instructions included in the Local Chapter Application section of this document. Once authorized, a chapter charter will be valid for two years before requiring renewal.

The Membership Committee will review all existing chapters once a year to determine whether or not chapters are meeting the minimum activity requirements.

2. Organizational Structure

Even though chapters are part of MIA each one is run by its own chapter leadership team. All members of the leadership team as well as additional local chapter volunteers must be MIA members in good standing. The leadership team must be approved by the Membership Committee and the Board of Directors of the MIA.

The MIA's regular policies – as defined for the organization – apply to local chapters as well. Chapter leaders and volunteers must remember that they represent the MIA.

3. Operational Functions

Chapter committee organization is determined by the local members except that everyone must be a MIA member. To ensure that all the bases are covered, delegate functions such as:

- **Program planning:** what is planned for the next meeting, do we have a program/speaker, finding a venue, arranging food & beverage, sponsorships, etc.
- **Maintaining the chapter info on the MIA web site:** this includes not just updating the calendar but also making sure that the registration processing information has been set up for your next meeting.
- **Marketing and promotion:** preparing promotional emails for your next meeting, getting them out on time to the right audience and collecting new and additional names and emails. Also conducting social media marketing via LinkedIn, Twitter, Facebook, etc.
- **Onsite meeting setup and welcome:** who will handle walk in registration, do we need any set up and will there be committee members there to welcome attendees. Follow through on speaker/presenter arrangements (does anyone need to be picked up, etc).
- **Finances:** making sure that you are planning for profit in running your events, keeping track of chapter funds on account with the MIA and making sure bills are submitted on time for payment.

4. Initial Activities for Organization Committee

- Get together with MIA members and colleagues in the area to form a working group to start your chapter.
- Check on the number of MIA members in your area.
- Check with MIA about the possibility of holding a regional symposium as your kickoff event. (More information on Symposiums to follow).
- Start collecting names and email addresses of potential members who are not already part of the MIA.
- Begin thinking of possible company venues to hold your chapter meetings.
- Begin collecting program ideas for future programs.

5. Meeting Frequency

Local chapter meeting frequency is set at the discretion of local organizers, but quarterly public-facing meetings are recommended. Additionally, a chapter committee will likely have smaller, more frequent internal-facing meetings.

C. Choosing a Format for a Kickoff Event

Once the chapter leadership team has been established, it's time to plan a kickoff event. There are two recommended methods to kick off a chapter: either conduct a MIA regional symposium or host a smaller (less formal and extensive) meeting. Both options yield public-facing events rather than internal-facing planning meetings.

1. MIA Symposiums

Symposiums are different from regular chapter events in that they are regional/local educational meetings that are usually a minimum of four hours and are conducted by MIA HQ a maximum of once a year in a specific city. All symposiums are coordinated with MIA HQ and the local membership relative to timing, sponsorships, and more.

Symposiums are a great way to rally interest in forming a new local chapter. In addition to bringing a MIA educational event with world-renowned speakers to the local area, the other purpose of the symposium can be to attract a large number of people from the area to the event and to dedicate a portion of the program to determine if there is sufficient interest in starting and sustaining regular chapter meetings.

Additional information on the purpose, history, and requirements for symposiums can be found [here](#).

a) Initial Symposium

The initial symposium is conducted by the MIA HQ office in conjunction with the local volunteer members. Ideally, a supplier member will host the symposium at its supplier office in order to reduce the costs associated with using a rented facility or hotel. Another good option is a university or college. Along with other interested local members the host company will form the nucleus of the symposium planning committee. The MIA web site contains details on the benefits and requirements that can be used to recruit host companies. The MIA's HQ office will be involved in all aspects of the first event and will assume all risks.

b) Subsequent Symposiums

Any subsequent symposiums conducted in the local area in future years will be a joint project between the HQ MIA office and the local chapter. The local chapter will organize the symposium with support from the MIA HQ office. The financial risks will be shared by both the Chapter and MIA HQ.

c) Limit on Symposiums

At this time the MIA is limited in the number of Symposiums it can schedule as it needs to consider other planned Symposiums, industry events and staff resources. . No local chapter may conduct more than one symposium per year in their area (although local chapters can host as many non-symposium events as they wish). Contact the MIA office for more details.

d) Symposium Revenue Sharing

Although MIA chapters are meant to be self-financing, the MIA wants to provide assistance to local chapters to raise operational revenue through the MIA symposiums. A symposium is a great way to launch a chapter; it has also been proven as a way to raise revenue.

MIA has created the following two scenarios to assist the chapters to raise revenue through conducting symposiums. It is expected that the MIA HQ office will play the lead role in the inaugural symposium; subsequent symposiums will be conducted as a joint event with the local chapter. This revenue sharing formula reflects the two separate cases. A detailed list of symposium tasks is available to help with the planning.

The revenue sharing formula for the inaugural symposiums is as follows:

1. All related symposium costs are paid including event planning and other fees to cover MIA costs.
2. Any remaining funds are shared: 50% to MIA HQ and 50% to the local chapter.

MIA will handle all revenue and expenditures and report the P&L results to the chapters.

2. Other Ways to Conduct an Initial Meeting

Other options for a kickoff event include conducting a seminar with one featured speaker or a panel. Or simply convene an organizing meeting at a member company or local restaurant to discuss whether there is sufficient interest of people to start a chapter.

D. At the Kickoff Event

Use the kickoff event to put a spotlight on your new chapter. Arrange in advance for an opportunity to tell everyone attending that a new MIA chapter has started in your area and invite everyone to participate in future meetings. Have your next meeting planned in advance so you can announce it at the kickoff event.

At the event make sure committee members attend and circulate making participants feel welcome and introduce themselves as members of the chapter. Follow up by contacting everyone who attended and inviting them to the next meeting. Don't forget to let those who did not attend know it was a great program and invite them to the next meeting.

Committee members will need to be in place in advance, checking registrations, welcoming attendees, making sure that your speaker is on site ready to go and that any equipment needed is on hand. Test all equipment beforehand. Give yourself enough time to replace malfunctioning equipment if necessary.

Running an event isn't rocket science but it takes attention to detail to make things go well.

Beware one of the biggest mistakes made when putting together a meeting or event – you must allow time for marketing. You have to get the word out and make sure that you do a good job in communicating clearly. Start marketing your event at least 6 weeks in advance of the event date.

IV. Additional Resources

Event planning details and tools are available once a decision has been made to establish a chapter in the given area.

V. MIA Web Site / Staff Support

Note that sending out promotion emails, updating calendars and inputting registration information is the responsibility of each chapter. The MIA provides tools to support these functions. Upon instatement of a chapter charter, local chapter leaders will be given a training session to explain the use of these tools.

A. Chapter Page

Chapters will be able to post chapter information on the MIA web site and share activity announcements with other chapters.

B. List Management

To both protect member privacy and to ensure that the correct email address is being used for communications, the MIA does not give out member email addresses. Chapters should not maintain separate email lists for members. Using one common database will make for a more efficient and accurate process. For meeting marketing and information purposes, Chapters should submit email content to the MIA HQ staff for distribution.

Access to the administration of a chapter group will be limited to co-chairs or other designated committee members.

C. Event Registrations

The chapter group page on the web site will handle advance event registration including running credit cards, posting funds to your chapter account and MIA HQ will bear the expense of credit card processing on your behalf.

D. Project Management

To help chapter committees plan events and other projects, chapters will be given access to MIA's project management team upon request.

VI. Sample 1st Year Program Outline

Following initial set-up, steering committee formation, events set-up, etc – here is a sample calendar:

Q1 – Symposium or other kick-off event

- Attendees: stone companies
- Keynote speaker
- Industry Update provided by steering committee member (key talking points provided by MIA)
- Hosted by Supplier (covers all food/beverage)
- Additional Sponsors (provided with table top display)
- Outline chapter mission / distribute membership applications
- Share date for upcoming events.
- Duration of event: 4 hours

Q2 – Business-related topic

- Attendees: stone companies
- Keynote speaker
- Industry Update provided by steering committee member
- Hosted by Supplier (covers all food/beverage)
- Additional Sponsors (provided with table top display)
- Outline chapter mission / distribute membership applications
- Share date for upcoming events.
- Duration of event: 2-3 hours

Q3 – Continuing Education Event for Design Professionals

- Attendees: stone companies & design professionals
- Speakers: 2-3 chapter members who have been MIA trained to deliver CEU
- Industry Update provided by steering committee member
- Hosted by Supplier (covers all food/beverage)
- Additional Sponsors (provided with table top display)
- Outline chapter mission / distribute membership applications
- Share date for upcoming events.
- Duration of event: 2-3 hours

Q4 – Business-related topic

- Attendees: stone companies
- Keynote speaker
- Industry Update provided by steering committee member
- Hosted by Supplier (covers all food/beverage)
- Additional Sponsors (provided with table top display)
- Outline chapter mission / distribute membership applications
- Share date for upcoming events.
- Duration of event: 2-3 hours

VII. 2013 PILOT PROGRAM TEST MARKETS:

1. NJ/NYC Metropolitan Market
2. Toronto
3. West Coast (TBD)

Documents to be added:

Chapter Application Form

Steering Committee Leadership Commitment Form