

ADVERTISING AND MARKETING DIVISION
PROCEDURES MANUAL

Revised: 1991; 1994; 2000

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ADVERTISING & MARKETING DIVISION

DIVISION HIGHLIGHTS

April 7, 1942, should be almost as significant a date in the minds of advertising librarians as that of the Declaration of Independence. In a sense, the letter written on that day to the SLA Executive Board was their "declaration of independence." Attached to that letter was a petition requesting that the Executive Board recognize a Group to be known as the Advertising Group. All 21 signers were members of the Advertising Section of the Commerce Group of the New York Chapter. Eleven were advertising agency librarians, and seven were publishing librarians who served the advertising departments of their publications.

On June 20, 1942, at a SLA Executive Board meeting in Detroit the petition was presented. It was then referred to a Committee on Special Libraries Organization for Study and Recommendation. Letters from the 'petitioners' to the 'petitioned' flew rapidly back and forth, and the cause of the advertising librarians gained momentum. Under the vigorous leadership of Chair Delphine Humphrey, who wouldn't take 'no' or 'later' for an answer, the advertising librarians extracted a promise from the Executive Board to give every consideration to the matter at its fall meeting in October 1942.

"There are occasions and causes, why and wherefore in all things," said the Board. The whys and wherefores of the advertising librarians' petition compiled a list that was truly formidable. The formation in the Association of an Advertising Group, distinct from the Commerce Group, was justified.

The reasons advanced were too logical and well-formed for the SLA Board to remain unconvinced. In the Fall of 1942 the Advertising Group was established with a membership of 340. The first organizational meeting was held in New York City. In 1950-51, the name of the Advertising Group was changed to the Advertising Division and later, in recognition of its widening scope, became the Advertising & Marketing Division.

Through the years, several worthwhile projects have been carried out under the aegis of the Advertising & Marketing Division, including courses on advertising sources and public relations. Each year, the Division plans a full schedule of programs and events for the SLA Annual Conference.

The Division's publications program is directed toward the issuing of informative and useful material for the membership. Its BULLETIN was first published in June 1943 and was edited by Edith E. Becker. This publication has served as the Division's means of communicating with the membership. The BULLETIN highlights Division members and activities, and includes information product evaluations and special profiles.

Periodically, the Division contributes to the Association's publication *Special Libraries*. The Summer 1991 issue "Public Relations in Special Libraries," was edited by the Division's Public Relations Chair, Holly Bussey. The Division contributed a chapter to SLA's book *Tools of the*

Profession. This chapter was edited by Division members Bert Schachter and Gretchen Reed. The Division also has published two editions of *International Advertising & Marketing Information Sources* through SLA.

With a membership of over 500 information professionals, the Advertising & Marketing Division has evolved into a dynamic group of people from all disciplines. Interest in the marketing field has expanded, and so has our membership. Representatives from advertising agencies, telemarketers, educational institutions, museums, the arts, engineering and medicine comprise just some of the diverse background of our ranks. Our membership is truly international, and includes members in Canada, Great Britain, France, Australia and Japan. The Division continues to be an enthusiastic leader in positioning libraries and information centers as critical assets, which includes working with SLA on a marketing and media plan to promote the profession.

(Adapted from Mary Margaret Regan's "Advertising Division Highlights," in *Special Libraries Association - Its First Fifty Years, 1909-1959*, ed. by Alma Clarvoe Mitchell (New York: SLA, 1959), pp. 73-74, and Gretchen Reed's "The Advertising & Marketing Division: 50 Years of Marketing Information Intelligently" in the BULLETIN, Spring 1992, p.3.)

OFFICERS

CHAIR

DESCRIPTION AND RESPONSIBILITIES

1. Appoint committee chairs:

Advertising

Archives

Auditor

Awards

Bylaws (as needed)

Bulletin Editor(s)

List Owner

Membership

Nominating

Public Relations

Publications

International Relations

Vendor Relations

Webmaster

Ad Hoc Committees (as needed)

NOTE: MAKE APPOINTMENTS FOR A SPECIFIC TIME FRAME AND OBTAIN WRITTEN ACCEPTANCE.

2. Send two (2) copies of the following reports to the Division Cabinet Chair and/or the Association's headquarters as required, by the specified time, or see that the proper individual forwards them. Be sure to date and sign all documents.

Annual report of the Division

Chair

Minutes of the Division Annual Business Meeting

Secretary

Audited Financial Report(s)

Treasurer

Division Bylaws as revised

Chair

Division Procedure Manual as revised

Chair

3. Conference and Cabinet Meetings

- Represent the Division at the Winter Conference and the Annual Conference Board of Directors and Cabinet Meetings. If unable to attend, appoint another Division member, preferably an Officer, to represent the Division.
- The Division Chair and Chair-elect and the Chapter President and President-elect now constitute the Association's Joint Cabinet. Attendance at the meetings of the Joint Cabinet is one of the most important responsibilities of Division and Chapter officers. The Cabinet can be truly effective only if all Divisional representatives participate.

- The Division Chair should also attend the Board of Directors open meetings as an auditor, and express the opinion of the Advertising and Marketing Division officers and members when appropriate.
 - Schedule and preside at the Division Annual Business Meeting held each year in June at the Association's Annual Conference.
 - Schedule and preside at the Division Executive Board Meetings. One of these meetings should be held at the Annual Conference, others as needed.
 - Complete all planning and organization required for the Division's programs at the Annual Conference. These plans had been started during the Chair's year as Chair-elect.
4. Promote current and new projects and publications.
5. Miscellaneous Duties:
- Send copies of all publicity to the Archivist and also send the Archivist all records other than "current" which are turned over to the incoming Chair.
 - Inform Association Headquarters when a Division member is appointed as a representative to another professional society.
 - Make decisions on Division policy or refer them to proper authority.
 - Submit budget to Treasurer for Annual Conference providing estimates of expenses no later than the February prior to conference.
 - Send copies of the DIVISION MANUAL, these GUIDELINES and any other available guidelines to succeeding Division officers.
 - Keep records of all activities to pass on to incoming Chair and/or Archivist.
 - Pass gavel on to new Chair at the Division Annual Business Meeting.
 - Issue a listing of all Board members and Chairs and distribute list to same.
 - Submit a "message From the Chair" column for each issue of the Division BULLETIN. Also, submit to the BULLETIN editors and other information for publication that the Division membership should know or be informed of.

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

CHAIR-ELECT
DESCRIPTION AND RESPONSIBILITIES

1. Take office as Chair-elect at the Division Annual Business Meeting.
2. Begin early to start making committee appointments, preparing for Conference and performing those duties which must be completed according to deadlines.
3. If practical, appoint a local Division representative in the host city for the Conference at which he/she will serve as Division Chairman. This must be done before the first meetings of the Conference Planning Committees held at the Association's Winter Conference.
4. Attend the meeting for incoming Division officers held at the Annual Conference.
5. With the Chair, represent the Division at the Winter Conference and the Annual Conference Board of Directors and Cabinet Meetings. If unable to attend, ask the Chair to appoint another Division member, preferably an Officer, to represent the Division.
6. Work with other officers to prepare budget for ensuing year.
7. Supplies Headquarters with names, addresses, and phone and fax numbers of new officers, and Committee Chairs immediately prior to the Conference where they take office as Chair.
8. Act for Division Chair in his/her absence or as otherwise directed.
9. Performs such duties as required for operation of the Division.
10. Forwards copies of the DIVISION MANUAL and these GUIDELINES to the next incoming Chair-elect.
11. Maintain documents & correspondence pertinent to Advertising and Marketing Division and send to Archivist.
12. Conference Planning:
 - Poll Executive Board and/or membership in the fall prior to the conference regarding special topics/interests for conference program. [This can be done via Division BULLETIN, letter, fax.]
 - Prepare a list of topics for Mid-Winter Meeting. If ideas for speakers are available, list them.
 - Coordinate with other Chair-elects, topics of interest and determine coordinators for each session.

- Seek to delegate hospitality responsibilities as well as program planning. Chair-elect should be coordinator of entire function not planner of each entire session.
- Apprise Executive Board of progress with Conference planning and submit periodic budget reports.
- Publicize the upcoming Conference and its events via the Division BULLETIN and in coordination with the Division's Public Relations Committee.

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

DIRECTORS
DESCRIPTION AND RESPONSIBILITIES

1. Two Directors are elected for terms lasting two years. Directors run on opposing years providing the Executive Board of the Division with a continuity in leadership.
2. The Directors serve as members of the Executive Board.
3. They advise the Chair and officers when called upon.
4. One Director will be responsible for chairing the Awards Committee.
5. Perform any other functions as requested by the Chair or the Executive Board.
6. Prior to Conference, prepare an annual report of activities for the Chair.

NOTE: SEND RELEVANT DOCUMENTS TO ARCHIVIST.

**IMMEDIATE PAST-CHAIR
DESCRIPTION AND RESPONSIBILITIES**

1. The immediate Past-Chair shall serve as a member of the Executive Board.
2. The immediate Past-Chair can serve the Division as a member of the Nominating Committee.
3. The Past-Chair will serve on committee(s) or perform functions as needed or requested by the Chair.

NOTE: SEND RELEVANT DOCUMENTS TO ARCHIVIST

CHAIRS

ADVERTISING MANAGER DESCRIPTION AND RESPONSIBILITIES

RESPONSIBILITIES:

1. Solicit advertising for the Division BULLETIN.
2. Prepare media kits for distribution to potential advertisers.
3. BULLETIN advertising should not exceed three pages per issue.
4. Prior to Conference, prepare an annual report detailing advertising activity for the Bulletin editor.

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

ARCHIVES DESCRIPTION AND RESPONSIBILITIES

BACKGROUND:

An ARCHIVES should be maintained by each Division. Arrangements of the archives should be consistent within all Divisions. The ARCHIVES should contain non-current documents and relevant correspondence (no thank you notes, arrangements for meetings, etc.) received from the outgoing chair and considered "closed." All items should be of policy or controversial nature. A copy of all publications reflecting the development of the Division or Section as well as one issue of each bulletin should also be included.

Administration of the archives may be the duty of an appointed person or additional function of an elected officer as defined by the bylaws of the Division . The best qualified archivist undoubtedly would be one with considerable experience in various offices of the Division. Willingness to accept this post on a long-term basis might well be a determining factor in the selection, since continuity of records is of prime importance.

ARCHIVES ARRANGEMENT:

General: (Material pertaining to the Division or Section as a whole.)

BYLAWS. A copy of the Division and Section Bylaws, all revisions and amendments.

HISTORY. Anything that pertains to the establishment and growth of the Division and Section not included in specific designations.

MEMORIALS AND AWARDS. Special recognitions bestowed on the Division or Section or its members.

MINUTES. The original copy of minutes of all meetings.

PUBLICITY. Clippings, comments, photographs, etc., regarding the Division or Section, its members, and member libraries which appeared in publications of non-Division or Section origin.

Officers:

ROSTERS. An annual list of officers and committees.

EXECUTIVE COMMITTEE. Minutes and reports - original copy if available.

CHAIR AND CHAIR-ELECT. Annual reports to Division Liaison Officer SLA Board of Directors and other materials of lasting importance.

SECRETARY AND TREASURER (Secretary-Treasurer). Treasurer's reports and account books. (Bank statements, canceled checks and receipted bills should be held for six years plus the current year for legality.) Secretary minutes are filed in the General Section under MINUTES.

Committees:

A folder for each committee including those obsolete or disbanded with appropriate disposition. File alphabetically by committee name. Retain copies of reports and other materials pertinent to activity action.

DUTIES:

1. The Archives Chair should receive all archival documents from outgoing and continuing Board Members and Committee Chairs, immediately after the Annual Conference.
2. Should submit any request for funds at the Division's Executive Board meeting.
3. Alert the Division Chair immediately if documents have not been forwarded or are missing.
4. Respond to requests from Board members and Committee Chairs for information or documents from the Division Archives.

**AUDITOR
DESCRIPTION AND RESPONSIBILITIES**

1. Meet with the Treasurer after the year's transactions and has been completed and the Treasurer's annual financial report has been completed.
2. Sign the Treasurer's Report upon agreement with the Treasurer that the document is correct.
3. Immediately report any problems or discrepancies to the Division Chair.

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

AWARDS
DESCRIPTION AND RESPONSIBILITIES

1. Review all materials distributed by Headquarters regarding Association level awards. Solicit the Board for recommendations as to possible Division members who could be nominated for the awards. If a member is nominated completes all required paperwork for the award and report the outcome to the Board.

2. FIRST TIME ATTENDEE'S AWARD (as authorized by the Board)

- Award is for \$1,000.00.
- Applicant must be a current member of SLA and a member of the Advertising and Marketing Division.
- Applicant may be a current student at ALA accredited graduate school.
- Applicant must submit a 500 word essay on the anticipated value of attending the Conference and programs of the Advertising and Marketing Division. The essay should be typewritten, double-spaced, and will be judged according to clarity, originality and style.
- Applicant must include a cover sheet with name, home address, telephone number and, if a student, library school and prospective date of graduation.
- Student applicants must include a letter of recommendation from either a faculty advisor or SLA student Group Faculty Advisor.
- Application should be sent to the Awards Chair and postmarked no later than April 1st.
- Previous winners are not eligible.
- Recipient of the stipend may not accept travel awards for the current year's conference from another SLA Division or Chapter.
- The awardee will be presented with the \$1,000.00 check at the Division's Annual Business Meeting.

3. ADVERTISING & MARKETING DIVISION AWARD OF MERIT (as authorized by the Board)

- The purpose of the Award of Merit is to recognize a member for her/his contribution to the Division.
- Applicant must be a Division member in good standing, with contributions made over an extended period of time.
- Applicants must demonstrate achievements in one or more of the following areas:
 - Participation in programs, seminars or similar activities which benefit the Division.
 - Special and notable service to the Division, such as continued participation in special projects, committee work or leadership roles.
 - Notable innovations in the workplace.
 - Mentoring activities which encourage others in the profession.
 - Activities which bring recognition and acclaim to the Division.
- The Selection committee is composed of the Chair, Chair-elect and Awards Chair.

- A Nomination form will be included in the Autumn issue of the BULLETIN.
- All nominations must be accompanied by a brief justification including relevant biographical data about the nominee. Nominations may be submitted by any Division member.
- The awardee will be presented with a certificate and a \$500.00 check at the Division's Annual Business Meeting.

The Awards Chair is responsible for working with the Public Relations Chair to coordinate the announcement and publicity for the awards.

4. Respond to the Division Board regarding the creation or implementation of any other awards related activities.
5. Prior to Conference, prepare an annual report of activities for the Chair.
6. Provide copies of awards materials to the Archivist.

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

BULLETIN GENERAL BACKGROUND

A Division bulletin is the medium which informs members on future meetings and projects, officers, publications and news of general interest. The bulletin editor is appointed by the Division Chair. Bulletins vary in size and format from a simple mimeographed newsletter to a multipartite, illustrated publication printed by letterpress, offset, or desktop. The final format is determined by:

1. The size of the Division or Section
2. Funds and services available for publication
3. Primary objectives and scope
4. Imagination and skill of the editorial staff

Responsibilities of the Editor

The editor is responsible to the Division Chair. The editor should understand the activities of the Division and the Association and be acquainted with the interest and libraries of the members. The editor is also responsible for relations with the Editorial Committee (if such exists) and the printer. If the Division or Section has a defined editorial policy, it must be adhered to in all respects.

An annual report should be submitted to the Division Chair (copies of the Secretary and Archivist). The report should include:

- Names of the bulletin or editorial committee
- Number of issues
- Number of copies of each issue distributed
- Summary of all production and distribution costs
- List of all accomplishments, innovations, problems
- Recommendations for improvements

The editor is responsible for bulletin text preparation, make-up and proof-reading. Specific items for general inclusion are:

- Papers by members and guest speakers
- Descriptive write-up of Division members' libraries
- Press releases and other Association news items specifically requested for promotion (do not copy slavishly)
- Changes in membership lists: names, addresses, membership code, etc.
- Details of past and future meetings
- Professional activities of members
- Bibliographies
- Special columns with by-line by members or subject items solicited from Division or Section members
- A form for suggestions to be returned to the bulletin editor

- Public Relations columns

Suggestions for Inclusion in Quarterly Bulletins or Newsletters

1. After Annual Conference - Summer issue
 - Message from new Chair
 - Annual reports of officers and committees
 - List of new officers and chairs
 - Comments on annual conference
 - Plans and publications
 - "Hot News" or commentary
 - Message from Chair-elect

2. Pre-Midwinter Conference - Fall issue
 - Message from the Chair
 - Plans in progress
 - Midwinter Conference plans
 - Form for suggestions for Annual Conference
 - "Hot News" or commentary
 - Message from Chair-elect
 - Developments in public relations

3. Post-Midwinter Conference - Winter issue
 - Message from the Chair
 - Preliminary program for the Annual Conference
 - Form to send in if planning to attend
 - Announcement of openings for Student Stipend Application - Upcoming Conference
 - List of new members
 - "Hot News" or commentary
 - Message from Chair-elect
 - Review of Mid-Winter conference
 - Developments in public relations

4. Pre-Annual Conference - Spring issue
 - Message from the Chair
 - Comments on the Conference
 - Comments on the Conference city
 - Message from Chair-elect
 - Comments on public relations
 - Issues of interest

Number of Issues and Schedule

Each Division and Section decides how many times a year its bulletin is to be issued. The editor establishes a schedule at the beginning of each year informing the advertising manager, business manager, reporters, printer and others concerned.

Finances

Because a large percentage of the Division and Section income is spent on these publications and because the bulletin is an important factor in the development and growth of the Division or Section, special attention should be focused on production costs. It is recommended this be the joint concern of the Division Executive Board and the editor, and should include such item as:

1. How much material should be included in each issue? The number of pages?
2. How many copies are needed for each issue?
3. How many issues will be published?
4. What funds are available?
5. Shall you obtain outside income from advertising or subscriptions?

The bulletin editor should meet with the Executive Board during the Annual Conference to be sure that all of the above questions have been settled for the coming year.

Advertising

If advertising is solicited, this is the responsibility of the advertising or business manager. The Division or Section should NOT solicit advertising from suppliers of materials of possible use for all Association members. Restrict solicitation to vendors of materials which may be uniquely important to the particular interest of the Division or Section, i.e., Geography and Map Division solicitations from publication of maps and atlases. Advertising in bulletins must not compete with advertising in the Association journal, Special Libraries.

The duties of the advertising manager include solicitation and preparation of advertising copy, billing and maintaining records of all transactions.

Mailing

Some Divisions and Sections have addressing facilities maintained by a commercial service. But usually, addressing is done by the individual in charge of mailing. One method used is gummed sheets of labels that are perforated. An initial typing with three and four carbons produces a basic list of addresses for use throughout the year. Only changes and additions then have to be typed.

Mailing costs should be investigated with the local post office. Large Divisions or Sections may wish to pay for a bulk mailing permit, while others will find the "Third Class" rate more economical. No Division or Chapter can obtain a "non-profit organization" permit as long as SLA itself is classified as an IRC 501 (c) (x6) Association. Do not get involved with "Second Class." This requires a complicated application and involves problems in shifting to another Post Office when a new editor in a different city is appointed, Remember, also, that "Third Class" and "Bulk Rate," while cheaper than "first Class," will not be delivered promptly; it can be held up all along the line. Records of all postage, typing envelopes, labels, stencil cutting or other expenses involved with mailing of the bulletin should be kept for each issue.

Distribution

Copies of each Division and Section bulletin should be mailed to all members in good standing, the Division Cabinet officers, Members of the Board of Directors, Chairs of the Divisions and

three (3) copies to o SLA Headquarters. Division friends and prospective members, library schools, etc., may also be included. If sending the extra bulletins to SLA officials imposes a financial hardship on the Division, it may request the Association to reimburse it for the cost of the extra bulletins and postage. Division label print-outs by Headquarters will also contain the addresses for other Division Chairs, SLA Board of Directors, and the Division Cabinet officers. In addition, there will be 3 labels for Executive Director, Manager of Membership Dept., and Editor of Special Libraries.

It is recommended that Division and Section bulletins containing material of more than ephemeral interest be sent to the Exchange and Gift Division of the Library of Congress, the H. W. Wilson Company for indexing in Library Literature, and to library schools.

Maintenance of Bulletin Files

A complete file of Division bulletins should be maintained in the Archives.

**BULLETIN EDITOR
DESCRIPTION AND RESPONSIBILITIES**

1. The Bulletin editor is responsible for text preparation, make-up and camera-ready copy of each issue. The BULLETIN is published quarterly - Summer, Autumn, Winter and Spring.
2. The Autumn issue has in years past, included a message from the new (and current) Chair of the Division, a complete list of officers and committee chairs and pertinent communications from national headquarters, nomination form for the Award of Merit and any other features that the Editor and/or Division Chair decide should be included.
3. The Winter issue should be sent to the printer as soon after the mid-Winter meeting of the Association as possible, in order to include a report of that meeting to the members. Also included, is a preliminary and/or tentative schedule of the upcoming Conference. The Chair may also want to include a message in addition to the meeting summary. Any headquarters announcements can be included. Applications for the First Time Attendee's Stipend should be announced in this issue as well.
4. According to Division bylaws, the slate of officers to be voted upon at the Annual Business Meeting held during the Annual Conference must be announced 30 days in advance of the meeting. Therefore, the Spring issue should be sent to the printer so that it arrives on the desks of Division members at least one month in advance of the Conference. In this issue, too, should appear as complete a schedule of the Division's anticipated Conference program as is possible. Again, any pertinent Division and/or headquarters' information should be included.
5. The Summer issue should include a review of Division Conference activities and a listing of the new Board and Committee members.
6. For all issues, the BULLETIN Editor should work closely with the Division Chair.
7. The number of pages in each issue depends upon the amount of material required to be printed or available. The number of copies printed depends on the number of Division members, plus the copies needed to supply headquarters' necessities, 20-30 media kit copies and 10-15 extra copies for the Editor's files.
8. At present, no subscriptions are allowed because it has been decided that the Bulletin is a means of communication for and between members of the Division exclusively. Mailing labels for the issues are ordered from headquarters by Bulletin editor(s) and sent directly to the printer.
9. Prior to Conference, prepare an annual report of activities, including expenses and advertising revenue, for the Chair.

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

**INTERNATIONAL RELATIONS
DESCRIPTION AND RESPONSIBILITIES**

BACKGROUND:

In recognition of our expanding international membership, and to further our goal of increasing this membership, the International Relations Committee was established.

RESPONSIBILITIES:

1. Work with the Public Relations Committee to promote the Division internationally through SLA and other information-related organizations.
2. Work with Membership Committee to develop international membership.
3. Contribute items of international interest to the Division Bulletin.
4. Act as liaison to the SLA International Relations Committee.
5. Prepare an annual report for the Chair detailing committee activities .

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

MEMBERSHIP DESCRIPTION AND RESPONSIBILITIES

BACKGROUND:

New Association members, except Sustaining, have the right to affiliate with one Division on payment of dues. Additional divisional affiliation may be made by payment of a fee. Additional Divisional membership promotion has been largely dependent on Chapter membership committee work. It is imperative that Divisions be constantly alert to recruitment possibilities in "special subject" areas. A close relationship between the Division Membership Committee and the Association Membership Committee (resulting in the understanding by each of the other's function in recruiting and/or membership) is essential.

In the Advertising and Marketing Divisions, membership is the responsibility of the Chair, the Membership Committee Chair and the Public Relations Chair.

RESPONSIBILITIES:

1. Co-operate with the SLA Membership Committee.
2. Maintain up-to-date membership records as received from Association Headquarters.
3. Write letters of "welcome to the Division" upon receipt of the membership print-out.
4. Compile or up-date the Division Directory, upon request of Executive Board. Arrange for printing and mailing of the Directory.
5. Supply items for the Division bulletin encouraging recruitment of the new members. Articles should review the requirements for each class of membership and inform members that applications may be obtained from and returned to Association Headquarters for processing.
6. Supplies the BULLETIN editor with a listing of new members for each issue of the BULLETIN.
7. Act as "host" to new members when they attend their first Conference.
8. Annually remind members to renew memberships when needed.
9. Follow-up delinquent members by encouraging reinstatement.
10. Forward recommendations for Honorary Memberships to the Board of Directors.
11. Perform such other functions as may be assigned by the Division Chair.
12. Prior to Conference, prepare an annual report of activities for the Chair.

MEMBERSHIP RECORDS:

All membership records are centralized at Association Headquarters. Applications for new membership; questions regarding membership for individuals or organizations; changes of addresses; and requests for change in Chapter, Division, or Section affiliation should be forwarded to the Manager, Membership Department at SLA Headquarters.

Membership should be reminded to pay dues directly to Association Headquarters. No membership data should be considered official until after notification from Association Headquarters.

During July-August, an up-to-date alphabetical list of Division members will be sent from Association Headquarters to persons designated to receive it. This is the official file. It is recommended that the old file be discarded to avoid perpetuation of errors. Revisions will be sent once a month to indicate any changes in name, address, division membership, etc.

When there is a name or address change, the print-out will show the item as corrected. If it is a change in name, the earlier name will be indicated. When there is a transfer from one Division or Section to another or from one Chapter to another, the new code will be given (old code also noted). When there is a change in class of membership, the code numbers will so indicate and previous membership noted.

NOTE: SEND RELEVANT DOCUMENTS TO ARCHIVIST.

**NOMINATING COMMITTEE
DESCRIPTION AND RESPONSIBILITIES**

1. The Association's Nominating Committee had precedence over Division or Section nominating committees. Divisions do not make their nominations until after the Association slate has been announced.
2. Nominate for elective office members whose affiliation is with the Division Only MEMBERS are eligible to become Chair or Chair-elect. ASSOCIATE MEMBERS AND RETIRED MEMBERS may hold other offices which do not result in automatic succession to the Chair.
3. Stress to the nominees for Chair-elect that attendance at the Winter and Annual Conference Cabinet Meetings is a part of the expected duties of the elected candidate, as is attendance at the Division Liaison Officer meetings.
4. Obtain written acceptances and biographical information from nominees.
5. In the case of a mail ballot, send the information to the person whose duty it is to prepare and mail the ballots. (Consult your Division or Section rules.) MEMBERS, ASSOCIATE, AFFILIATE and RETIRED have the privilege of voting.
6. Report results to the Chair and at the Annual Business Meeting.
7. The Nominating Committee submits a slate for the following officers each year:
 - Chair-elect** (three year commitment, one as Chair-elect, one as Chair and one as Past Chair)
 - Secretary** (2 years, runs alternate to Treasurer's term) or **Treasurer** (2 years, runs alternate to Secretary's term)
 - Director** (2 years, alternates with other Director)
9. According to the Division By-Laws, "the report of the Nominating Committee shall be published in the official publication or otherwise sent to the Division members at least thirty days before the annual business meeting."
10. Copies of the slate of officers should be sent to the Bulletin editor for inclusion in the Spring issue and to the Chair and Chair-elect.

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

**PUBLIC RELATIONS
DESCRIPTION AND RESPONSIBILITIES**

1. All duties related to this position are dictated by the A&M Division Chair and Executive Board and will vary from year to year.
2. Responsibilities include:
 - Fact gathering and recommendations to the Board on pertinent decisions.
 - Providing publicity for the Division, its publications or special projects. Publicity may take the form of actual advertising or press releases to other SLA groups and publications.
 - Creation of an annual public relations plan to be submitted, with expected costs, to the Executive Board at its meeting at the Annual Conference for approval.
 - Issuing of periodic press releases as requested.
 - Maintenance of an advertising and marketing based mailing list for press releases.
 - Work with the Association's Public Relations Committee to further the PR program of the Association. Act as consultant to the Association's PR Committee as requested.
 - Develop a marketing and PR plan for the Association's publication WHAT'S NEW and submits it to the Board for approval.
3. Work with other committee chairs on projects as requested.
4. Prepare an annual report of activities for the Chair.

NOTE: SEND RELEVANT DOCUMENTS TO ARCHIVIST.

PUBLICATIONS DESCRIPTION AND RESPONSIBILITIES

BACKGROUND:

The Association publications policy as adopted by the Board of Directors on March 3, 1955, states:

"The Special Libraries Association recognizes publications as one of the most distinctive elements of professional life. The Association believes that while publications serve some of the members as a productive means of self-expression, the products are equally important to all members as research tools; that such publications are similarly useful to a broad public and, consequently, bring honor to both author and sponsor; that a strong and diversified publications program will improve and strengthen the general public understanding of the place of special libraries, special librarians and this Association have in our way of life."

Division-Produced Publications

Publications that are of limited Division interest, including bulletins, are the full responsibility of the Division. Copies of all publications issued should be sent to SLA Headquarters for citation in **INFORMATION OUTLOOK** and for permanent retention in the Association's archives.

The Association imprint and credo: "SPECIAL LIBRARIES ASSOCIATION - PUTTING KNOWLEDGE TO WORK", should not be used on Division and Section publications (exception: Bulletins) unless the item has been submitted to Association Headquarters for such permission.

RESPONSIBILITIES:

1. Review any material submitted by Division members for potential publication.
2. Make recommendations regarding Division-produced publications.
3. Oversee sales of Division-produced publications.
4. Report on any Division-produced or Division member publications in the Bulletin.
5. Prepare an annual report of activities for the Chair.

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

Rev. 2003

SECRETARY
DESCRIPTION AND RESPONSIBILITIES

1. Record minutes of Division Annual Business meeting held during Conference. One copy should be sent to the Division Cabinet Chair; one copy to each member of the Division Executive Board. These minutes are also submitted to the BULLETIN editor for publication in the fall issue of the Division BULLETIN.
2. Record minutes of the Executive Board meeting(s) held at Annual Conference (or as needed) and distributes them to all Board members and Committee Chairs.
3. Conduct official correspondence and maintain a file of current records, transferring archival material to the Archivist at the end of each year.
4. Read minutes of previous year's business meeting at Executive Board Meeting & Division Board Meeting, during years of office.
5. Assists in membership coordination and other duties as directed by the Chair and Chair-elect.

NOTE: This is a two-year term which runs on opposing years to the Treasurer's term of two years.

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

TREASURER
DESCRIPTION AND RESPONSIBILITIES

FUNCTIONS

1. Collect, bank and expend the funds for the Division as authorized and required.
2. Prepare an annual Division Financial Statement including separate statement on sections' moneys reporting the fiscal status of the Division as of the close of business December 31st of each year. THIS MUST BE AUDITED. Two copies of this report are sent to the Association's headquarters, with one copy being sent to the Division Chair. A semi-annual, abbreviated report should also be completed and sent to the same parties.
3. Contents of the Audited Financial Statement will provide the basis of a formal report of the fiscal condition by the Division Treasurer to the officers and members at its Annual Business meeting and Executive Board Meetings. A synopsis of this report is also sent to the BULLETIN editor for publication in the Winter issue.
4. Receive and evaluates all budget requests submitted by Board members and Committee Chairs and reports back to the Chair-elect and the Board at the Annual Business Meeting as to the fiscal soundness of the requests.

PERFORMANCE

1. Collect: the most usual source of funds is the Allotment from the Association. Income from other sources, such as publication sales, advertising revenue, project activities and grants, should be recorded and reported.
2. Bank: All funds should be deposited to an account of the Division in a bank as promptly as possible. Each deposit should be identified in terms of source. This is especially important when the deposit includes moneys from several sources such as different subscribers or different advertisers. The decision to deposit money in a savings account CD or other savings tool as well as a checking account will be based on the amount of money involved and the activity of the account.
3. Spend: Each expenditure should be authenticated by an invoice, a receipt or other official justification.
4. Report: The treasurer has an obligation to the members of the Division to scrupulously care for the money that has been entrusted. Report forms are provided by SLA headquarters. The information available from the treasurer's report is needed by the officers of the unit and of the Association to guide them in their decisions. The report, together with the "back-up documentation" will provide the auditor with the information s/he requires to authenticate the treasurer's records.

5. Audit: Each Division Treasurer's Annual Financial Statement must be certified as to its fiscal accuracy by an auditor. The auditor should be a disinterested third party, (e.g. in no manner a member of the official family of the division*). The audit should include a careful examination of all banking transactions, inspection of bank statements, a matching of checks drawn against invoices of other instruments of indebtedness, and, of course, the dollars and cents accuracy of the statement. The amount reported on hand as of May 20th must correspond to that reported in the previous year's audit. (*This person does not have to be a CPA, but rather someone to review books objectively s/he should be appointed early in the year.)

SUGGESTIONS

1. Keep the records as simple and complete as total accuracy will permit.
2. Maintain "penny accuracy."
3. Maintain continuity of records. There should be no gaps between the reports of any two succeeding treasurers.

NOTE:

Bank accounts should be in the name:

SLA/Advertising and Marketing Division

The Advertising and Marketing Division is a unit of Special Libraries Association, which is a not-for-profit membership association as defined by IRC 501 (c) (6).

MISCELLANEOUS:

1. Send subscription checks returned by the bank for insufficient funds, or for any other reason, to "What's New" Business Manager, with letter of explanation for disposition.
2. Pay bills received from printing and mailing for Membership Directory and for Bulletins.
3. Pay other bills and make disbursements as requested by Division chair.
4. On receipt of monthly bank statement, balance checkbook against statement.
5. Maintain file of bills to authenticate expenditures.
6. Maintain file of bank statements.
7. Deposit to checking account the allotment check for SLA.
8. Enter all receipts and disbursements in account book according to source and disbursement.
9. When funds in checking account become more than sufficient to pay operating bills, project bills and take care of contingencies, transfer excess funds to savings account.
10. Maintain records showing amount in checking account at all times.

11. Obtain signature of Chair for alternate authorization of fund transfer from Divisions accounts.
12. Every three months send the Chair a brief statement of Division's financial status: total amount in checking account, total amount in savings account.
13. At end of two-year term, obtain signature cards from Division banks for transfer of accounts to new treasurer's name. Send cards to incoming treasurer.
14. Present annual report at Advertising & Marketing business meeting at the Annual Conference and at the Division's Executive Board meetings.
15. Keep files of all pertinent records.
16. Be prepared to pay any out-of-pocket (OOP) expenses or bills incurred for Annual Conference at the conference site.
17. Rectify & verify Division conference charges with head auditors and report to chair on status (near fall of conference year).

NOTE: This is a two year term which runs on opposing years to the Secretary's term of two years.

NOTE: SEND ALL RELEVANT DOCUMENTS TO ARCHIVIST

**VENDOR RELATIONS
DESCRIPTION AND RESPONSIBILITIES**

BACKGROUND:

The Vendor Relations Committee was established to promote better cooperation and understanding between vendors and advertising and marketing information professionals.

RESPONSIBILITIES:

1. Act as a liasion to the vendor community.
2. Promote and coordinate Division involvement in vendor activities such as product development and revision.
3. Solicit support and participation from vendors for Division programs and publications.
4. Report on significant vendor developments in the Division Bulletin.
5. Prepare an annual report of activities for the Chair.

WEBMASTER DESCRIPTION AND RESPONSIBILITIES

The Webmaster is appointed by the A&M Division Chair for a period of one year.

Functions and Responsibilities

The Division website provides, in electronic format, the primary means of making chapter-related information available to the membership. The accuracy and currency of the content is essential.

The Webmaster is responsible for:

- Maintenance of the Division website, using standard web development applications and practices.
- Application of relevant SLA policies and guidelines, as posted on the SLA website and SLA Webmaster Page
- Content of the website, with the guidance and approval of the Executive Board.

Procedures

The Webmaster will:

- Subscribe to the SLA Web Managers electronic discussion list (SLAWEB)
- Become familiar with the various webmaster information on the SLA website, such as the "SLA Web Site Style Guide," logo usage, hosting instructions, and other information that SLA may make available.
- Coordinate with the SLA Webmaster for technical support as needed.
- Make recommendations to the Board and receive guidelines from the Board for the overall structure and content of the website. Content categories will include:
 - Current list of officer with contact information.
 - Upcoming program and meeting information, as details become available.
 - Other Chapter information, such as announcements, Bulletins, program summaries, relevant links, as identified by the Board.
- Accept content input from members that support the Board's guidelines.
- Post content additions, updates, and deletions in a timely manner.
- Work with content providers (officers, program planners, etc.) to convert items into appropriate web-based formats.
- Inform Division membership of major changes and enhancements to the website via the Division's electronic discussion list (SLA-DAM).

- Work with Advertising Chair to post advertisements from vendors to the website on a quarterly basis, in accordance with Division standards. (See Advertising Chair description for standards)
- Prepare an annual report of activities for the Chair.

NOTE: SEND ALL RELEVANT DOCUMENTS TO THE ARCHIVIST

Added 2003

PROJECTS AND OTHER PROFESSIONAL ACTIVITIES

One of the first projects a Division or Section should consider is the compilation of a membership directory. This should be revised annually. The bulletin as a means of communication within the Division or Section is important; therefore, efforts should be made to published quarterly. Preparation and continuous revision of a Procedures Manual is an aid to forth-coming Division officers.

One of the best ways for a Division to remain solvent is to publish. Encourage publications within the Division.

Individual members should be encouraged to contribute articles of merit about their libraries, unusual techniques or professional interests to the Division Bulletin, Special Libraries or trade journals.

Every Division member should watch for potential new members. Recruitment into the profession is another vital continuing project. Each member should be aware of his responsibilities to encourage qualified people to consider special librarianship as a profession.

Cooperation and affiliation with other professional organizations, library and non-library, can be highly beneficial and productive. Prior to formal relations with national organizations, the Division or Section should consult Association Headquarters.

Participation in Association level activities, offices and committees by Division members should be encouraged and supported by the Division.

ANNUAL CONFERENCE

Conference Planning

The Conference Chair and the Conference Planning Committee are responsible for the Conference theme; determining the number of general sessions and nature of the programs, selecting subjects and speakers for general sessions including the keynote speaker. This group plans and coordinates the overall Conference program, avoiding duplication and overlapping of Division and Section Activities, and searches for programs that might have Conference-wide appeal.

The Chair-elect (and later when functioning as Chair) works with the Association's Conference planning staff in providing all the information requested by the staff relating to the Conference on a timely basis.

Division Program Planning

1. A notice should appear in the last Bulletin before the Conference asking members to bring or send program ideas for the following year. This is the responsibility of the Chair-Elect. The Chair-Elect should send out letters requesting help on Conference programming to those Divisions or Sections not having bulletins.
2. At the SLA Winter and Annual Conference the Division Planners will meet with the Conference Planning Committee and the Association staff and go over programming and organization details concerning the Conference.
3. At the Annual Division Business meeting the Chair should ask for discussion of possible topics as a guide to program planning. The new Chair should plan to discuss next year's Conference program with the new Board before the end of the Conference.
4. Following the Conference, the SLA Conference Chair will consult the Division Chair on the appointment of the Division Local Representative (optional).
5. Usually within a month after the Fall Meeting of the Board of Directors the Chair-elect is sent a preliminary program copy (no later than Mid-November). Therefore, the Divisions should have done most of their program planning in the early Fall.
6. As soon as the Conference Planning Committee has reviewed plans of Division and Sections, it notifies respective Chair whether there are possibilities for jointly-sponsored sessions, conference-wide programs, or which topics overlap those of other Divisions or Sections. Chair-elects may have already worked out the co-sponsoring at earlier meetings of the Divisions planners.
7. All hotel arrangements, including meeting rooms, food and beverages, and audio-visual

equipment is made through the Association's Conference staff. Hotels make meeting rooms available at no charge because the hotel expects meal and bar business. It is urged that Division meal functions be in the Conference hotel rather than in other restaurants. Exceptions could be luncheons on the day of an all day tour, or functions at which the Divisions are guests of a company or other organization.

8. The Chair-elect will be responsible for the creation and scheduling of all Division programming. The complete preliminary program is sent to the Division Chair and Executive Board for approval. Wherever needed, the Chair-elect furnishes final and complete titles of programs, papers, speakers, etc. The program (deadline is usually the first week in January) is printed in the February issue of Special Libraries.
9. The Chair-elect works with the Hospitality Chair to insure the coordination of the Division Suite and the Field trip event.
10. Informs Division Public Relations Chair of all newsworthy, promotable events.
11. Keeps Chair and Executive Board informed of all activities relating to Conference.

Conference Expenses:

Divisions are expected to pay for all expenses incurred during a Conference. Division expense items include speaker fees, flowers, meals, speaker expenses, stenographic or meeting typing services, Divisional suites, etc. The Questionnaire sent to the Division Chair in December by the Conference Chair will indicate the cost of equipment which might be needed. This questionnaire must be returned before February 1st.

An estimated budget should be submitted by the Chair to the Division Treasurer no later than February 28 of the conference year.

Warning: Do not overestimate the number attending meal functions on the first day of the Conference. The Divisions and Sections have the financial responsibility of paying for meals for which tickets have not been sold.

RULES OF GOVERNANCE
BYLAWS
ADVERTISING AND MARKETING DIVISION
SPECIAL LIBRARIES ASSOCIATION

ARTICLE I - NAME AND OBJECTIVES

Section 1 The name of this organization shall be the Advertising and Marketing Division of Special Libraries Association.

Section 2 The objectives of this Division shall be to provide an association of individuals and organizations having a professional, scientific or technical interest in library and information science, especially as these are applied in the recording, retrieval and dissemination of knowledge and information in areas such as the physical, biological, technical and social sciences and the humanities; and to promote and improve the communications, dissemination and use of such information and knowledge for the benefit of libraries or other educational organizations.

Section 3 The Division is concerned with collection, retrieval and dissemination of all types of information devoted to advertising and marketing and related areas, and in the management of libraries and information centers appertaining to these subjects.

ARTICLE II - MEMBERSHIP

Section 1 Membership in the Division shall consist of members of the Special Libraries Association who elect to affiliate with the Division.

Section 2 Members, Associate Members and Retired Members of the Association who are members of the Division shall have the right to vote and to hold any elective or appointive office in the Division.

Section 3 Student Members of the Association who are members of the Division shall have the right to vote and to hold any appointive, but not elective, office in the Division.

Section 4 The rights and benefits of Sustaining Members and Honorary Members shall be determined by the Association Board of Directors.

ARTICLE III - EXECUTIVE BOARD

Section 1 There shall be an Executive Board that shall manage the Division's property and govern its affairs. Within the limits of the Bylaws of the Association and of the Advertising and Marketing Division, the Board shall determine policies of the Division, shall act as necessary to carry out its objectives and shall perform such other functions as the membership may direct.

Section 2 The Board shall consist of seven members elected by the membership: the Chair, the Vice Chair who shall be Chair-Elect, the Secretary, the Treasurer, two Directors, one of whom may be editor of "What's New in Advertising and Marketing" and the most recent Past-Chair. All members of the Board shall be Members, Associate Members, or Retired Members of the Association.

Section 3 The Board shall hold at least two meetings annually and may hold additional meetings upon call of the Chair or upon written request of any four members of the Board. Four members of the Board shall constitute a quorum.

Section 4 If an office other than Chair is vacated during tenure the vacancy shall be filled by majority vote of the remaining members of the Executive Board, this Board elected member to serve until the next election.

Section 5 The terms of office of the members of the Board shall be as follows:

- (1) Chair: One year term
- (1) Chair-Elect: One year term
- (1) Past-Chair: One year term
- (1) Secretary: Two year term, alternating years with the Treasurer
- (1) Treasurer: Two year term, alternating years with the Secretary
- (2) Director: Two year terms, alternating years between Directors

The officers of the Board will take office at the adjournment of the Association Annual Business Meeting, or if there is no Annual Business Meeting, on the first day of July immediately following the election.

ARTICLE IV - OFFICERS

Section 1 The Chair shall be the chief executive officer of the Division and, subject to the Executive Board, shall have general supervision and control over its affairs; shall preside at all Division and Executive Board meetings; shall be responsible for furthering the objectives and broadening the effectiveness of the Division, including the planning of the Division conference program; with the Secretary shall sign all contracts and other legal documents; with the Treasurer shall sign all checks drawn upon Division funds, unless determined otherwise by the Executive Board. The Chair shall be a member ex-officio all committees except the Nominating Committee. With the Chair-Elect, the Chair shall represent the Division at meetings of the Division Cabinet held in the Association year in which the offices are held; or, if either is unable to attend the Division Chair shall designate a Member, Associate Member or Retired Member of the Division to serve as an alternate representative. The Chair shall prepare an annual report for

the Division membership and such reports as may be required by the Association and Cabinet officers, and shall be responsible for the preparation of such reports as may be required of other Division officers by the Division Cabinet officers.

Section 2 The Chair-Elect shall assist the Chair in the performance of the duties of the Chair; with the Chair shall represent the Division at meetings of the Association Division Cabinet held during the Association year in which the office is held; shall assume all the duties and obligations of the Chair in the event of the absence or withdrawal of the Chair; shall submit a summary of activities for presentation at the Annual Business Meeting, and prior to the Meeting make such committee appointments as will provide for the continuity of Division operations.

Section 3 The Secretary shall keep a record of all meetings of the Division and of the Executive Board; with the Chair shall sign all contracts and other legal documents; and shall perform such other duties as the Chair may designate.

Section 4 The Treasurer shall have custody of the Division funds; with the Chair shall sign all checks drawn upon Division funds, unless determined otherwise by the Executive Board; and shall furnish such financial statements as may be required by the Executive Board, the Chair and the Cabinet officers.

Section 5 The immediate Past Chair and the Directors shall carry out such duties as the Chair may assign.

ARTICLE V - MEETINGS

Section 1 The Division annual business meeting shall be held during the Association Annual Conference, or, if there is no Conference, upon the call of the Chair. At least one business meeting shall be held during the term of office of each elected Board.

Section 2 Special meetings may be held upon call of the Executive Board or upon petition of fifteen member of the Division. Notice of a special meeting shall specify the business to be transacted and no business other than that stated in the notice shall be considered.

Section 3 Notice of meetings in writing or printed in the Division official bulletin shall be sent to each member at least twenty-one days before the meetings.

Section 4 A quorum for the transaction of business shall be twenty-five Division members.

Section 5 When not in conflict with these Bylaws, Roberts Rules of Order Newly Revised (latest edition) shall govern all deliberations.

Section 6 Whenever in the judgment of the Executive Board a question arises which cannot await the annual business meeting, the Executive Board may submit the question for vote by mail. The closing date for the return of mail votes shall be established by the Board and the questions presented shall be resolved by a majority vote.

ARTICLE VI - COMMITTEES

Section 1 Standing and special committees of the Division shall be established by the Executive Board. These Committees shall be responsible to the Board, which will delegate such powers and functions to them as the Board finds desirable for the conduct of its business and for carrying out the objectives of the Division.

Section 2 All standing committee chairs except the Nominating Committee Chairs shall be appointed annually by the Division Chair, and they shall select members of their respective committees. No member may serve continuously on any committee in excess of three years.

Section 3 All special committee chairs and members shall be appointed by the Division Chair. Appointment to special committees shall be for one year unless determined otherwise by the Executive Board.

Section 4 Committee chairs may participate in meetings of the Executive Board but shall not have the right to vote.

Section 5 Each committee shall submit to the Executive Board a written report of its activities during the year, together with any recommendations it may have, and submit such other reports as the Board or the Chair shall determine.

Section 6 Funds for committee expenses shall be authorized by the Executive Board.

ARTICLE VII - SECTIONS

Section 1 Sections relating to definite areas of interest within a Division may be established by the Executive Board upon written petition of 25 members of the Division who desire to participate in the activities of the proposed Section. Sections shall receive needed operating funds from the Division, and shall submit to the Division Executive Board an annual report including a financial statement. Should dissolution of a Section occur, its assets shall revert to the Division. Formation or dissolution of a Section shall be reported to the Division Cabinet officers.

ARTICLE VIII - FUNDS

Section 1 Funds for Division expenses shall be derived from the Association as an allotted share of the annual dues paid by Division members. Eligibility for this allotment is based upon submission to the Division Cabinet officers of the Division financial statement for the previous year and on its acceptance by those officers. Requests for additional funds or loans may be submitted to the Division Cabinet Officers for presentation to the Association Board of Directors for its consideration. All funds received by a Division shall be used for purposes incident to the fulfillment of the Division's objectives. Should dissolution of the Division become necessary, its assets shall revert to the Association.

Section 2 Any agreement or contract entered into by the Division shall have advance approval of the Executive Board. If liability exceeds the Division's available or budgeted funds, prior notification to the Division Cabinet officers shall be made for the purpose of obtaining the required advance approval of the Association Board of Directors. All affiliate and contractual relationships shall be directed toward the best interest of the Division and of the Association, and shall protect the property and identity of the Division and the Association.

Section 3 Purchase of property by the Division shall have the written approval of the Executive Board. If the cost is over \$500, it shall have the advance approval of the Division members. If it exceeds the Division's available or budgeted funds, or exceeds \$1000, prior notification shall be made to the Division cabinet officers for the purpose of obtaining the required advance approval of the Association Board of Directors.

ARTICLE IX - NOMINATIONS AND ELECTIONS

Section 1 A Nominating Committee for each election of members to the Executive Board shall be appointed by the Board no later than four months prior to the annual business meeting. This committee shall be composed of three members no one of whom shall be a member of the Board but one of whom shall be a former officer.

Section 2 Each year, the Nominating Committee shall present at least one candidate for Chair-Elect, for either Secretary or Treasurer, and for Director. The terms of their offices shall be as stated in Article 3, Section 5 of the Division Bylaws. The Committee shall obtain the written acceptance of each nominee prior to submission of its report.

Section 3 The report of the Nominating Committee shall be published in the official bulletin or otherwise sent to Division members at least thirty days before the annual business meeting. Further nominations, accompanied by written acceptance of the nominee, may be entered by petition of fifteen Division members and shall be filed with the Nominating Committee at least two weeks before the Division Annual Business Meeting. The report of the Nominating Committee shall be presented to the Division Membership for approval at the Division Annual Business Meeting.

Section 4 If the slate includes more than one candidate for any office, election shall be by secret ballot at the annual business meeting. The candidate who receives the largest number of votes for any office shall be elected.

ARTICLE X - PUBLICATIONS

Section 1 Control of all publications of the Division for its members shall be vested in the Executive Board.

Section 2 The Division shall not be responsible for statements or opinions advanced in its publications or at meetings of the Division, or for statements by any of its members except those authorized by the Division Executive Board or those reflecting duly established policies of the Division or Association.

ARTICLE XI - DIVISION REPRESENTATION AND AFFILIATION

Section 1 Division representatives to joint committees and meetings of other societies having objectives allied to those of the Division and of the Association shall be appointed by the Chair. Such representatives shall submit at least one written report to the Executive Board during the year.

Section 2 Upon approval by the majority of the Division membership, the Division may affiliate or disaffiliate with a common interest organization provided that:

1. The objectives of such organization are consistent with those of the Division and of the Association, and
2. The activities of such organization are not in conflict with Article I, Sections 3,4, and 5 of the Association Bylaws;

any other affiliation, including that with a national or international organization, shall be approved by the Association Board of Directors. Notices of affiliations and disaffiliations shall be reported to the Division Cabinet officers and to the Administrator of the Association office.

ARTICLE XII - DISSOLUTION AND MERGER

SECTION 1 The Division may petition for dissolution or merger with another Division by mail vote of its membership, the ballots to be mailed no more than 45 days after an annual business meeting at which a majority of the members present vote that it no longer meets the needs of the membership. If two-thirds of the mail ballots favor dissolution or merger, the petition shall be submitted to the Division Cabinet officers for presentation to the Association Board of Directors, which shall make the final decision.

Section 2 In the event of dissolution, all assets of the Division shall revert to the Association. In the event of merger, assets shall become a part of the new merged unit, as decided upon by the two bodies concerned. Any other moneys shall revert to the Association.

ARTICLE XIII - AMENDMENTS

Section 1 These Bylaws may be amended by two-thirds vote of the members present and voting at any Division meeting provided written notice containing the text of the proposed amendment has been sent each member at least thirty days before the meeting at which it is to be considered.

Section 2 Amendments may be proposed by the Executive Board, the Bylaws Committee or fifteen members of the Division. Proposals originating in the Executive Board or in the Bylaws Committee shall be approved by a two-thirds vote of the Board before submission to the members. Proposals originating by petition shall be submitted in writing to the Executive Board and shall be presented to the members with the recommendation of the Board.

Section 3 Any revisions in, or amendments to, the Division Bylaws shall be submitted to the Association Bylaws Committee for review and approval before presentation to the Division membership.

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