

**POLICY MANUAL**  
Adopted 5/26/2022

SECTION 1  
**GENERAL**

**Section 1.** This Policy Manual serves as an operational guide for the AAF Treasure Coast, Inc., (“AAFTC”), giving expanded definition to the Articles of the Constitution and Bylaws of the Federation.

**Section 2.** All proposed changes to this Policy Manual must be approved by a majority vote of a quorum of the Board of Directors.

**Section 3.** AAFTC shall take no official stand in disputes between members that are unrelated to association activities.

**Section 4.** At the sole discretion of the Board of Directors, AAFTC will accept or refuse advertising, sponsorships, and/or other inducements from any individuals or organizations.

**Section 5.** The fiscal year for AAFTC is July 1-June 30.

SECTION 2  
**AAF ADVERTISING PRINCIPLES**

**Truth.** Advertising shall tell the truth, and shall reveal significant facts, the omission of which would mislead the public.

**Substantiation.** Advertising claims shall be substantiated by evidence in possession of the advertiser and the advertising agency, prior to making such claims.

**Comparisons**. Advertising shall refrain from making false, misleading, or unsubstantiated statements or claims about a competitor or its products or services.

**Bait Advertising**. Advertising shall not offer products or services for sale unless such offer constitutes a bona fide effort to sell the advertised products or services and is not a device to switch consumers to other goods or services, usually higher priced.

**Guarantees and Warranties**. Advertising of guarantees and warranties shall be explicit, with sufficient information to apprise consumers of their principal terms and limitations. When space or time restrictions preclude such disclosures, the advertisement should clearly reveal where the full text of the guarantee or warranty can be examined before purchase.

**Price Claims**. Advertising shall avoid price claims, which are false or misleading, or savings claims which do not offer provable savings.

**Testimonials**. Advertising containing testimonials shall be limited to those of competent witnesses who are reflecting a real and honest opinion or experience.

**Taste and Decency**. Advertising shall be free of statements, illustrations, or implications that are offensive to good taste or public decency.

SECTION 3  
**MEMBERSHIP AND DUES**

**Membership Type.** There are two general membership and two special qualifying membership types:

1. Single Membership

*1 member. 1 vote. 1 pre-paid program. $125/year.*

Rights and privileges of active AAFTC Membership include reduced program and special function fees; reduced entry fees for American Advertising Awards; member-exclusive offers, discounts, and sponsorship opportunities; full voting privileges; and the right to hold elected office. Additionally, AAFTC membership conveys all the rights, privileges, and benefits of District 4 (4AAF) and national (AAF) tiers of the organization.

1. Small Corporate Membership

*3 members. 3 votes. 3 pre-paid programs. $350/year.*

Includes membership rights and privileges for up to three members, one of whom is designated as the Primary member responsible for the management of the agency’s membership.

1. Student Membership

*1 non-voting member. $50/year.*

This package is provided exclusively for full-time students attending a Treasure Coast-based or online accredited college or university. Students may not vote or hold office, but may be committee members. All other member privileges apply.

1. Honorary Membership

*1 member. 1 vote. $50/year.*

Honorary Membership is reserved for individuals who have given exceptional or lengthy service to AAFTC. Individuals may be nominated by any active member and elected by the Board of Directors. Past presidents and Silver Medal honorees have automatically conveyed lifetime Honorary Membership. Honorary members enjoy full benefits.

**Membership Count.** For reporting purposes, the membership count includes all active members, regardless of membership type.

**4AAF PAC Fund.** For each member, regardless of membership type, a $10 portion of annual dues is assigned to the 4AAF Political Action Committee (PAC). This portion of dues is not tax-deductible. (Because AAFTC operates under IRS code 501(c)(6), the dues balance paid apart from the $10 PAC-per-member designation may be tax-deductible. Consult with the IRS or a professional tax advisor for more information.)

**New Member Induction.** Upon acceptance of membership, the Membership Committee Chair or their assignees will contact and welcome the new member, inform the member of upcoming events, and offer to greet and introduce them to the other members. They will also be welcomed through the newsletter and social communications.

The Membership Committee will send a member welcome package that may include an introductory letter from the President, a membership certificate or another identifier, a member directory, the latest newsletter, AAFTC Bylaws, a list of membership benefits, sponsorship opportunities, and any other information a new member might find helpful.

**Renewals.** The Membership Chair will send sixty (60) day reminders electronically to notify members prior to the anniversary. Notification will include if the member is set up for auto-renewal or an invoice to renew. If auto-renewal payment information needs to be updated or renewal payment needs to be collected, the member will be advised.

Thirty (30) days prior to the membership anniversary, a second electronic notification shall be sent as a reminder, with a note from the Membership Chair expressing the desire to keep the membership active and outlining the benefits of the AAF association.

If dues are not paid by the anniversary date, a phone call will be made by a member of the Membership Committee to inquire about the intent of the member and to remind them that dues must be paid prior to the next meeting in order to keep membership active.

Upon receipt of membership renewal dues, an acknowledgment will be sent electronically. The President will send a note of thanks for the continued support of AAFTC.

**Arrears.** Thirty (30) days after the anniversary, any member whose dues remain unpaid shall be notified by the Membership Committee that they will be dropped from the rolls unless dues are received within fifteen (15) days. After that date, the member would lose all rights and privileges of membership and be required to pay dues to reinstate membership.

**Refunds.** AAFTC cannot return 4AAF or AAF portions. No reimbursement will be provided.

**Membership Revocation.** Petition to remove a member for violation of professional standards or membership terms as defined in the AAFTC Bylaws and Policy Manual must be received by written petition of at least five (5) members in good standing, submitted to the Board of Directors. Membership can be revoked by a two-thirds (2/3) super-majority approval of the Board of Directors. If membership is revoked, the former member will be immediately notified. No refund of dues will be issued.

**Membership Chair.** The Membership Chair is responsible to ensure that additions, deletions, and changes to the chapter’s Membership Roster are made no later than thirty (30) days after each regularly scheduled Board Meeting.

SECTION 4  
**MEETINGS/PROGRAMS/EVENTS**

**Section 1.** AAFTC is responsible to cover expenses incurred based on pre-paid RSVPs. No refunds will be allowed even if the registrant does not attend the event. People who RSVP and cannot attend are encouraged to give their ticket to someone else.

**Section 2.** Visiting members in good standing of an affiliated chapter will be charged member rates for regular membership functions.

**Section 3.** Visiting 4AAF Executive Committee members or Chairs, or National AAF representatives participating in an AAFTC program or event while functioning in these capacities shall be recognized, and AAFTC will cover the expense of their event or program attendance. The Officers may extend this courtesy to political influencers and community dignitaries at their discretion.

SECTION 5  
**DUTIES OF BOARD OF DIRECTORS**

**Section 1**. The President shall be the Chief Executive Officer of AAFTC and the Board of Directors and shall preside over all meetings. The President shall be an ex-officio member of all committees. The President shall appoint all committee chairs; such appointments are to be subject to the approval of the Board of Directors. The President or Vice President and the Treasurer, or their assignees, shall sign all written contracts and obligations of AAFTC, which have met prior approval of the Board of Directors to be legal and binding on the Federation. The President, or their assignees, shall serve as Chair of the official Federation delegation to the Annual Conference of the AAF and the regular Conferences of 4AAF.

**Section 2**. The Vice President shall be vested with all the powers and shall perform the duties of the President in the absence or disability of the President. The VP does not assume the role of President unless they first become President-Elect. The President or Vice President and the Treasurer, or their assigns, shall sign all written contracts and obligations of AAFTC, which have met prior approval of the Board of Directors to be legal and binding on the Federation. The Vice President shall function as the Chairperson for the Nominating Committee as described in this Policy Manual.

**Section 3**. The President-Elect shall be vested with all the powers and shall perform the duties of the VP in the absence or disability of the President and VP while preparing for assuming the Presidency the following year. The President-Elect is the only candidate for the presidency and must serve on the Board of Directors for one (1) year before becoming President. Serving as the President-Elect qualifies as the year-served on the Board of Directors. The President-Elect is also eligible to hold a dual Chair role.

**Section 4**. The Secretary shall record the minutes of all meetings of AAFTC and of the Board of Directors, issue meeting notices, keep all records and perform all other duties customarily pertaining to the office. The Secretary shall serve as AAFTC Historian and keep all records necessary for the performance of this duty.

**Section 5**. The Treasurer shall ensure that all receipts are deposited in the name of AAFTC, in banks, savings and loan associations, or trust companies selected by the Board of Directors. The Treasurer oversees all AAFTC finances, including receipts and authorized disbursements. The Treasurer shall, at each annual membership meeting, render an itemized statement of the financial condition and the receipts and disbursements of AAFTC for the current fiscal year and the current status of all budgets. The Treasurer heads the Audit Committee.

**Section 6**. The Board of Directors shall have charge of the general management of AAFTC and hear all grievances and approve all appointments.

SECTION 6  
**BOARD OF DIRECTORS**

**Section 1.** The Board of Directors shall meet regularly, at a standard time and place as determined by the President. Special meetings may be called by the President at any time or may be called at the request of a member of the Board.

**Section 2.** The normal order of business/agenda for all meetings of AAFTC shall be prescribed by the presiding officer.

**Section 3.** Notice of each Board meeting shall be sent to all current Board members at least five (5) days prior to the meeting by the Secretary. If a consent agenda is being considered, it shall be distributed along with the meeting notice. In cases of emergency, this five-day notice may be waived and the Officers and Directors shall be notified by the President or their assigns.

**Section 4.** Regular attendance at Board meetings is expected of Officers and Directors. The office of any Director who misses three regularly scheduled Board meetings during the year may be declared vacant, subject to Board review.

**Section 5.** The Board of Directors will operate under Roberts Rules of Order (Revised).

**Section 6.** If necessary, a signed petition for removal of an Officer or Director may be initiated by a majority of the Directors who are in good standing. The individual in question will be given the opportunity for a hearing at the next Regular or Special Board Meeting before any vote for removal. A Director will be removed from office by a super-majority two-thirds (2/3) vote of the Board of Directors present at any regular or Special Board Meeting.

SECTION 6  
**COMMITTEES**

**Section 1.** Regular standing committee Chairs shall compile all information about the work of their committees to be used for their respective Club Achievement books and to be passed on to the next year’s Chair of that committee.

**Section 2.** No committee shall have the authority to commit AAFTC to matters of policy and/or create financial obligations without the approval of the Board of Directors. All committee plans and actions shall be subject to the approval of the Board of Directors. All contracts must be signed by the President or Treasurer.

**Section 3.** Regular standing committees in fulfillment of AAFTC’s stated purpose include the following. Additional *Ad Hoc* committees may be formed at the direction of the President.

1. **Education**. There are three (3) areas of concentration in advertising education: professional, student, and the general public. These programs improve the skills, professionalism, and standards of current and future advertising practitioners through education, and provide an understanding of—and confidence in—advertising and its contributions to the community and the economy. Additionally, the Education Committee oversees the procurement and distribution of student scholarships.
2. **Communications.** The Communications Committee is charged with member news and information distribution as well as brand and campaign promotions for AAFTC and provides support in response to 4AAF and AAF National communications committee requests.
3. **Technology**. Responsible for website and software maintenance.
4. **Diversity & Inclusion.** This committee focuses on projects and programs designed to elevate the practice and presence of multiculturalism in AAFTC through professional development, promotion, and inclusion. The committee should provide support for 4AAF and AAF initiatives within the Southwest Florida market.
5. **Government Relations.** This committee examines the projects and programs designed to build effective relations with local, state, and national governments through the chapter’s work to initiate favorable legislation, contribute to the defeat of adverse legislation, educate lawmakers, and promote industry self-regulation. The Government Relations committee is responsible to coordinate with 4AAF and AAF counterparts during state and national legislative campaigns and events.
6. **Membership**. This committee executes activities designed to enhance membership recruitment, retention, and involvement. The committee is responsible to maintain an accurate AAFTC member/prospect roster and responding to inquiries or requests from its 4AAF and AAF counterparts.
7. **Programs**. This committee is charged with the creation of quality, relevant programming that fosters actively engaged membership, well-attended meetings, and membership growth. This may include coordination with other 4AAF Federation Program Committees or the 4AAF Programs Chair to bring in speakers or hold special events.
8. **Public Service.** The Public Service committee focuses on projects that effectively use advertising techniques to support local or regional programs on behalf of public interests and/or for community betterment.
9. **Sponsorship**. This committee looks for ways to add membership value and fund AAFTC initiatives through financial or in-kind support received through its business sponsorship and partnership promotions efforts.
10. **American Advertising Awards.** This committee is responsible to execute a fair and respected creative competition and gala to honor and celebrate excellence in advertising. The committee works closely with the AAFTC Officers and Directors, 4AAF, and AAF to deliver a high standard for the competition throughout the three tiers of competition.

**Section 4.** The following Special Committees are set each year to fulfill a particular administrative task on behalf of the Officers and Directors.

1. **Nominating Committee**. This special committee is charged with the review and verification of qualifications by all nominees to hold an official office in AAFTC. This committee is chaired by the Vice President and consists of the current President, Vice President, President-Elect, and one director. The Nominating Committee will screen all candidates presenting themselves for consideration to ensure they all meet the qualifications as outlined in the Policy Manual.
2. **Audit Committee.** The Audit Committee has a one-time function to audit financial records for the past fiscal year and report findings to the Board of Directors at the first Board meeting of the new fiscal year. The Treasurer Chairs the Audit Committee which also consists of two Directors from the previous year's Board of Directors who are appointed by the President. Arrangements for the meeting of the Audit Committee are the responsibility of the Treasurer and must be held prior to the first Board meeting of the new fiscal year.

SECTION 7  
**COMMUNICATIONS**

All membership-based newsletters, notices, invitations, and general correspondence to the AAFTC member body or local media shall be submitted to the President or his/her designees for approval prior to dissemination.

SECTION 8  
**AMERICAN ADVERTISING AWARDS**

**Section 1.** AAFTC will strictly adhere to AAF and 4AAF guidelines in the operation of its American Advertising Awards program. The AAFTC American Advertising Awards Chair will attend the 4AAF fall/winter Board Meeting as a delegate and attend all workshops concerning the administration of the American Advertising Awards program. All judging guidelines, categories, criteria for awards, mailings, communications dates, call-for-entries, forwarding policies, etc., that are set up by 4AAF will be uniformly followed. Although the AAFTC American Advertising Awards Chair should be familiar enough to answer questions that may arise about entries and eligibility, the final judgment will rest with the 4AAF American Advertising Awards Chair.

**Section 2.** In addition to the American Advertising Awards Gold and Silver award certificates presented in accordance with AAF/4AAF guidelines, AAFTC also recognizes the “Best of Show” awards, for professional and student categories and include certificates and live presentations. Trophies can be purchased by winners. The creation of any additional special awards must be approved by the Board of Directors.

**Section 3.** All judging results will be released prior to the AAFTC American Advertising Awards Gala. “Best of Show” will not be told of the award in advance.

SECTION 9  
**BUDGET**

**Section 1.** The Board of Directors will adopt a budget at the first regular Board Meeting following the Incoming Leadership Planning Retreat, and by means of this budget, control all AAFTC expenditures during the fiscal year. No expenditure shall be made on behalf of AAFTC and no obligation for expenditures shall be incurred by any member of AAFTC, except those included in the approved budget or otherwise approved by the Board of Directors.

**Section 2.** The American Advertising Awards Committee creates its budget with the prior approval of the Officers. All other Committees operate within the budget approved by the Board of Directors. Committee expenses are paid from the budget allowed by that Committee. Any expense not fully covered by the budget must have prior approval from the Officers.

**Section 3.** Emergency expenditures outside of the approved budget can be made with the recommendation of a majority of the Officers. An accounting of the expenditure and full disclosure must be made to the Board of Directors within thirty (30) days.

**Section 4.** The President, Vice-President, and Treasurer are to be authorized signatories for expenditures.

SECTION 10  
**AAF AND 4AAF CONFERENCES, MEETINGS & EVENTS**

**Section 1.** AAFTC will send representatives to 4AAF Board Meetings, Annual Conference, and any special event if finances are approved by President, VP, and President-Elect. Representatives will be chosen by the President from among the Officers, Board of Directors, and Committee Chairs, based on budget and the types of workshops and seminars offered at each meeting; at minimum, AAFTC shall send the number of 4AAF Board of Directors delegates allotted.

**Section 2.** Finances permitting as determined by the Officers, the President, VP, and President-Elect should represent AAFTC at the annual AAF ADMERICA conference. They are required to attend all appropriate meetings, seminars, events, and applicable workshops.

**Section 3.** Representatives are required to attend all Board meetings, seminars, and applicable workshops at 4AAF and AAF conferences. Reimbursement for related expenses will only be made if the representative attends the meetings per the published agenda, and a recap report is submitted to the Board of Directors at the following regularly scheduled AAFTC Board meeting.

**Section 4.** AAFTC will prepay all meeting or conference registrations on behalf of appointed representatives if approved by the President, Vice President, and President-Elect. If unapproved, each representative will be responsible to schedule, pay, and track their own expenses, including air and ground transportation, lodging, meals, tips, etc.

1. AAFTC will not reimburse any travel expenses, including air travel and hotel expenses. AAFTC will not cover additional night(s) prior to or after the conclusion of a conference.
2. AAFTC will not reimburse for additional meals if a meal is scheduled at the meeting/conference, nor any alcohol or entertainment charges.

SECTION 11  
**EXPENSES AND REIMBURSEMENTS**

**Section 1.** All expenses must be reconciled to an approved budget line item or otherwise approved by the Board of Directors. An expense reimbursement request may be denied if expenses submitted have not been budgeted or otherwise approved by the Board of Directors.

**Section 2.** All reimbursement requests must be submitted to the Treasurer along with valid proof/receipt of all expenses. If the expense request is for conference/meeting attendance, also include the recap report submitted to the Board of Directors.

**Section 3.** The Committee Chair (if applicable), President, and Treasurer must approve all expenses before payment is made. For President and Treasurer expenses, the Vice President must also approve.

**Section 4.** Expense reimbursement requests must be submitted within thirty (30) days from the time they were incurred, and prior to June 20 for final payment, in the current fiscal year.

**Section 5.** All payments over the amount of $1,000 must have President and Treasure approval.

**Section 6.** The President or Treasurer must sign all contracts of AAFTC.