

The Advertising Federation of the Treasure Coast, Inc.
Members of the **AAF** - American Advertising Federation
4th District AAF (Florida/Caribbean)

The Advertising Federation of The Treasure Coast
POLICY MANUAL
Established 8/16/2005

GENERAL

1. The name of this "Advertising Federation" is the Advertising Federation of the Treasure Coast, Inc. The "Advertising Federation" is legally incorporated and registered with the Secretary of State in Florida as a non-profit Corporation. The "Advertising Federation's territory is Martin, St. Lucie and Indian River Counties, the State of Florida.
2. The objectives of the "Advertising Federation" shall be those stated under Article II of the bylaws.
3. The "Advertising Federation" operates under Roberts Rules of Order (Revised). The object of the parliamentary law is to provide a common formula or guide for conducting meetings and public gatherings.
4. All proposed changes to this Policy Manual must be submitted in writing to the "Advertising Federation" Executive Committee prior to each Board of Directors meeting.

ADVERTISING PRINCIPLES OF THE "Advertising Federation"

As adopted by the American Advertising Federation's Board of Directors, the "Advertising Federation" adheres to the following Advertising Principles of American Business:

1. **TRUTH** - Advertising shall tell the truth, and shall reveal significant facts, the omission of which would mislead the public.
2. **SUBSTANTIATION** - Advertising claims shall be substantiated by evidence in possession of the advertiser and the advertising agency, prior to making such claims.
3. **COMPARISONS** - Advertising shall refrain from making false, misleading, or unsubstantiated statements or claims about a competitor or his products or services.
4. **BAIT ADVERTISING** - Advertising shall not offer products or services for sale unless such offer constitutes a bonafide effort to sell the advertised products or services and is not a device to switch consumers to other goods or services, usually higher priced.
5. **GUARANTEES AND WARRANTIES** Advertising of guarantees and warranties shall be explicit, with sufficient information to apprise consumers of their principal terms and limitations or, 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.
6. **PRICE CLAIMS** - Advertising shall avoid price claims which are false or misleading, or savings claims which do not offer provable savings.
7. **TESTIMONIALS** - Advertising containing testimonials shall be limited to those of competent witnesses who are reflecting a real and honest opinion or experience.

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8. TASTE AND DECENCY - Advertising shall be free of statements, illustrations or implications which are offensive to good taste or public decency.

BOARD OF DIRECTORS

1. The Board of Directors shall consist of Director Representatives from the membership, the Officers and the immediate past President. Each Director shall be a member in good standing at the Annual Meeting. The number of Directors shall be determined by the Director of the local Federation.

2. A quorum of the Board of Directors shall be a simple majority of the duly elected Officers and Directors.

3. Voting shall be in accordance with ARTICLE V of the bylaws.

4. It is the intent of the "Advertising Federation" that when selecting Directors and Officers, they are drawn from the pool of (A) present officers and directors (B) Committee Chairs and (C) members at large.

5. Every Director upon election to office shall have the responsibility to review the Constitution, bylaws, "Advertising Federation" Policy Manual and other documents to fully understand the objectives of the "Advertising Federation" and responsibilities as a Director and to periodically review these documents to be certain they are in keeping with changing social expectations and government regulations.

6. Each Director must consider individual public statements carefully because those remarks may be taken as official policy by "Advertising Federation" members and others.

7. Each President is responsible for submitting additions, deletions and changes to the Membership Roster of the "Advertising Federation's" Management Firm. The Management Firm will provide the President with a print out of the Membership Roster at each regularly scheduled Board Meeting. This is the document to be updated and returned to the Management Firm.

BUDGET

1. The Board of Directors will adopt a budget at the August Board Meeting, and by means of this budget, control all "Advertising Federation" expenditures during the fiscal year. No expenditure shall be made on behalf of the "Advertising Federation" and no obligation for expenditures shall be incurred by any member of the "Advertising Federation", except those included in the approved budget or otherwise approved by the Board of Directors, or Executive Committee or the President within a specified limit of \$100.

2. The budget may be updated and approved by a majority of the Board of Directors at a regular board meeting with 5 days prior notice.

3. ADDY Awards Committee creates its own budget with prior approval of the Executive Committee. All other Committees operate within the budget approved at the August Board Meeting. Committee expenses are paid from the budget allowed that Committee. Money not expended in a given category shall remain in the general revenue of the "Advertising

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Federation” Budget. Any expense not fully covered by the budget must have prior approval of the President.

4. Expenditures from any reserve fund may be made only with the approval of a two thirds majority of the Executive Committee.

BYLAWS

1. Changes to the bylaws shall be presented to the Board of Directors at any Regular or Special Board Meeting. A special committee will be appointed by the President to study and make the Board presentation. The life of this special committee will last only until the project is completed. If the recommended changes presented at the Board Meeting are amended and approved at that Board Meeting, then approved corrections will be made subsequent to the meeting and updated copies mailed to each Director. It is not necessary or recommended to have a second reading at the next regularly scheduled Board Meeting.

2. Amendments to the bylaws of the “Advertising Federation” may be made by a majority vote of a quorum of the Members attending a Special or Regular Monthly Meeting of the “Advertising Federation” to whom notice of the proposed amendments shall have been given in writing at least thirty (30) days prior to the meeting.

COMMITTEES

1. All Committee Chair people should provide their successors with historical data pertaining to their year in office. Committee reports are made orally at each “Advertising Federation” meeting and a written report must be submitted at the same time to the secretary. These reports are attached to the “Advertising Federation” Board of Directors minutes.

2. The “Advertising Federation” is not responsible for any fiscal liability arising from any contracts signed by an individual member of the “Advertising Federation” if that individual has not received prior written approval from the President, Executive Committee or the Board of Directors. All contracts of the “Advertising Federation” must be signed by the President and one other officer or club manager.

3. The following Committee descriptions are offered as a guide and outline for Chairpersons and Committee members:

Advertising Recognition Awards (Jack Phillips, Silver Medal, etc.)

The “Advertising Federation” will look for unusual and outstanding contributions to the advertising community. The current recipient automatically becomes next year's Chairperson and other recipients serve on the judging committee.

Past Presidents Advisory

The general purpose of this committee is to honor those who have served the “Advertising Federation” over the years, to maintain contact with past Presidents and to seek advice and guidance when requested. Once each year, the Board may be asked to waive registration fees for all past Presidents who plan to attend that meeting. Special recognition is given to the past Presidents who attend. The names of the past Presidents are to be maintained on the

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“Advertising Federation” mailing list so that they may be apprised of “Advertising Federation” actions and activities. The Chairperson is a past President. The Past Presidents Council is not an official body of the “Advertising Federation” but is given the authority to have a closed meeting with the exception of the Executive Committee, which has the right to address the Council. The Chairperson gives a report on the activities and discussions of the Council at a regularly scheduled Board Meeting.

ADDY Awards

The Chair coordinates all “Advertising Federation” ADDY Awards activities with Co-Chair people and the Committee. Rules are established by the “Advertising Federation” and the 4th District for entrance in the ADDY Competition, based on requirements set by National for entrance in the National competition. Guidelines for conducting ADDY Awards are published in an ADDY Awards manual and remain perpetual with changes made by the 4th District. Rules pertaining to each year's entries are published annually. A 4th District ADDY Awards workshop is held annually.

Executive Committee

ADDY Awards budgets and promotional materials require prior approval by the “Advertising Federation” Executive Committee. ADDY Awards is the single most important fundraiser of the year for the “Advertising Federation”. Entry fees are split 50/50 between the 4th District and “Advertising Federation”. Refer to the ADDY Awards Manual for specifics regarding the ADDY Awards competition.

Annual Convention

The “Advertising Federation” Convention Chairperson works closely with the Convention Committee selected by the host Federation. The District Chairperson helps the local Federation to develop program of outstanding speakers and workshops, encourages sponsors to defray expenses and creatively promotes the convention at each quarterly Board Meeting. Local Federation's are invited to bid at the Fall meeting for the Annual Convention and each quarterly Board Meeting for the coming year.

Newsletter

There shall be an official newsletter of the “Advertising Federation”. It is published bi-monthly, usually prior to each “Advertising Federation” meeting. Editorial content includes news of local “Advertising Federation” activities and news of significance to the general membership. Editorial contents fall under the supervision of the President and Executive Committee. The newsletter is mailed to each member of the local Federation.

“Advertising Federation” Directory

The “Advertising Federation” Directory is published annually and distributed to the membership. Its contents may include: names, addresses and telephone numbers of all Officers; Committee assignments; Federation names, locations and membership lists; past Presidents of the “Advertising Federation”; names, address and telephone numbers of AAF staff members. Meeting schedules, copies of the Constitution and bylaws and other data pertaining to the “Advertising Federation” may be included upon the directive of the President.

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Club Achievement

All Federation's affiliated with the AAF and in good standing may compete within their division in any and all categories of the National Club Achievement Competition. These categories include: Advertising Education, Communications, Government Relations, Club Management, Membership, Programs and Public Service/Volunteerism. The Advertising Federation is currently (July '02) Division IV 1-99 member Club. The Club Achievements Chairperson receives entry information on the awards competition from AAF each year to assist in their effort to participate.

Finance.

The Finance Committee is established to serve the needs of the President and the Executive Committee and the Board of Directors when necessary and is chaired by the "Advertising Federation" Treasurer. Duties of this Committee may vary from year to year. It may be asked to research and report on new possible sources of income for the "Advertising Federation".

College Competition

College teams compete on the District level. The winning team then goes on to present its proposal before a panel of national judges.

Scholarship

Scholarships, based upon the approved budget, are awarded annually to students who meet criteria determined by the board; and must be majoring in advertising or a closely related field under the degree of Communications, Journalism or Design.

Internship

The Chair coordinates placements with local companies. A Certificate of Completion for internship is given to the intern upon completion of his/her assignment. The intern program allows students to gain valuable professional experience while still in college.

Nominating

The Nominating Committee for selection of Officers shall consist of the current "Advertising Federation" President, the immediate past President, and two other members who are not members of the Executive Committee appointed by the President.

Ethics and Standards (See Grievance Committee)

Committee Chairs

The President shall appoint members of the "Advertising Federation" to Chair Committees, in consultation with the Executive Committee. It shall be the Executive Committee's responsibility to review the qualifications of each appointee to assure that the "Advertising Federation" is appropriately represented. Appointees are to provide written reports to the Executive Committee of all meetings held.

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DUES

1. Annual dues for each active member shall be set annually by the Board of Directors and payable on July 1.
2. Annual dues for Associate Members shall be set annually by the Board of Directors and payable on July 1.
3. Annual dues for Student Members shall be set annually by the Board of Directors and payable on July 1.
4. "Advertising Federation" Honorary Members shall not be required to pay dues.
5. From time to time additional assessments may be required of the membership for special project funding. A two-thirds vote of the Directors present at any Regular or Special Board Meeting is required.
6. Any change in dues (increase or decrease) requires a two-thirds vote of the Directors present at any Regular or Special Board Meeting.
7. The definition of good standing; as used in the Constitution, bylaws and Policy Manual means that dues as required to be paid must be received no later than 30 days after they are due. However, exceptions may be made to the 30 day requirement if a proper explanation is presented and accepted by the Board of Directors.

EXECUTIVE COMMITTEE

1. The Executive Committee shall consist of all Officers and the immediate past President. This Committee has the responsibility for managing the operations and affairs of the "Advertising Federation", in compliance with the policies of the Board of Directors as outlined in the bylaws and the Policy Manual.
2. The Executive Committee will meet monthly and at other times as deemed necessary by the President.

EXPENSE REIMBURSEMENT

The following people are eligible to receive reimbursement for expenses: Executive Committee Members, "Advertising Federation" Committee Chairs, the Management Firm, and those who have approved line items in the "Advertising Federation" Budget.

1. All expenses must be accompanied by an expense form and receipts.
2. All expenses must be approved by the Committee Chair, President and Treasurer before payment is made.
3. All master account billings for "Advertising Federation" meetings must be approved by the President and Treasurer.

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4. Expenses will be paid only for the published hotel sleeping room rate. Any upgrading of accommodations will not be paid for by the "Advertising Federation". However, recognizing the need for multiple use accommodations by the President for special meetings and conferences, in the event that such accommodations are not provided by the host hotel as a complimentary package, then such an upgrade will be at "Advertising Federation" expense.
5. No individual local Federation meeting expenses will be paid.
6. No spouse expenses will be paid.
7. No expenses will be paid for a Director that stays the evening following the meeting unless the extra night is necessary because of "Advertising Federation" duties. The extra expense must be approved by the President.
8. Any funds to be used from the contingency fund must be approved by the Executive Committee.
9. All phone expense reimbursements will be accompanied by a copy of the phone bill.
10. All reimbursements will be submitted within 30 days from the time they were incurred and prior to June 20th for final payment in the current fiscal year.
11. No First Class airfare will be paid. A copy of the actual airline ticket must accompany the expense form. Travel agency forms will not be accepted for payment.
12. No meals will be paid by the "Advertising Federation" when included in the meeting registration fee.
13. Reimbursement for 4th "Advertising Federation" meeting attendance will only be made if the person actually attends the meeting per the published agenda.
14. No individual may sign "Advertising Federation" checks that are payable to that individual.

MANAGEMENT FIRM

1. The "Advertising Federation" may hire an Association Management Firm on an on-going basis. The contract is reviewed annually by the Executive Committee and recommendations made at the Annual Meeting. The fee is established at this time and approved by the Board of Directors.

The duties of the Management Firm are:

A) Maintain "Advertising Federation" mailing lists coding and selecting membership demographics in many ways. Included are providing all usual and customary mailing labels & lists for the "Advertising Federation".

B) Assist the Executive Committee by reviewing and making recommendations to improve the operation of the "Advertising Federation" and help in developing a Policy Manual.

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- C) Government reporting prepare and file all required Federal and State tax returns and reports and act as Registered Agent.
- D) Meeting coordination liaison and attend the regularly scheduled Board Meetings as requested. Function as the liaison with Program Chair as requested.
- E) Provide any other coordination or liaison as requested for future new activities and events.
- F) Provide permanent storage of "Advertising Federation" records, serve as main "Advertising Federation" telephone number and receive mail for distribution as necessary.
- G) Review present member services offered and make recommendations for additional benefits, researching growth and financial opportunities.
- H) Usual and customary duties and services of a Management Firm. These would include but not be limited to answering member questions, recommendations for meeting sites, communication with the Executive Committee, Directors and members as necessary, and general correspondence, backup support for other "Advertising Federation" functions.
- I) Perform normal mailings to the Executive Committee, Board of Directors and Members.
- J) Provide Monthly Financial Statements.

MEETINGS

1. There are twelve regularly scheduled Meetings each fiscal year and they are typically held on the second Tuesday of each month. Exceptions are the ADDY Awards and Golf Tournament held on Saturdays.
2. Each year the President may call a special Leadership Conference for the purpose of orientation for the newly elected Members.
3. The Annual Meeting is held in May, one month prior to the installation of new Officers who will take office at the start of the fiscal year (July 1st). A meeting of new Officers and Committee Chairpersons may be called by the incoming President during the Annual meeting for planning purposes only. The first official Board Meeting for new Officers and Directors at which business may be voted upon is held in July. Board Meetings may be closed; upon request of the President in order to conduct official business. A closed meeting refers to only Directors or those invited to attend by the President.

MEMBERSHIP

1. Any person or company, whose primary purpose relates to the advancement of the advertising profession is eligible for membership.
2. Any person or company seeking membership in the "Advertising Federation" must present an application to the Advertising Federation for review. The Officers will present the candidate to the Board of Directors at the next regularly scheduled Board Meeting for their approval by a majority vote.

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3. Individual membership in the "Advertising Federation" is granted by virtue of an individual being in good standing in the community and that individual will accrue all the benefits of membership in the "Advertising Federation".

OFFICERS

1. The Officers of the "Advertising Federation" are President, Vice President, Treasurer and Secretary. They are elected to office according to the bylaws of the "Advertising Federation".

2. An Officer may be removed from office by a two thirds vote of the Board of Directors present at any Regular or Special Board Meeting for official misfeasance, malfeasance, incompetence, neglect of duty or any action or conduct that tends to reflect discredit upon the "Advertising Federation". A written report will be presented to the Board of Directors by the Ethics and Standards (Grievance) Committee as soon as practical after they have met. A petition for removal signed by one half of the Directors who are in good standing shall constitute an indictment. However, the accused will be given the opportunity for a hearing at the next Regular or Special Board Meeting before any vote for removal.

3. The President is the Chief Executive Officer and shall preside at all "Advertising Federation" meetings. The duties and responsibilities of the President are:

- Liaison between the AAF and the "Advertising Federation".
- Represent the "Advertising Federation" at the AAF National Conference.
- Serve on the AAF Board of Directors and Council of Presidents.
- Serve as ex-officio member of all "Advertising Federation" Committees.
- Sign all written contracts and obligations of the "Advertising Federation" with the Secretary, which must have prior approval of the Executive Committee.
- Work in concert with the Management Firm, the Executive Committee and the Directors to plan and develop policies and programs that reflect the aspirations of the total membership and further the objectives of the "Advertising Federation".
- Provide a sound financial budget under which the "Advertising Federation" may operate and to follow proper financial procedures.
- Appoint Committee chairpersons and give directives where necessary.
- Encourage members to participate in "Advertising Federation" activities and programs.
- Serve as spokesperson for the "Advertising Federation" to the press, legislative bodies, related "Advertising Federation's and the public at large.
- Serve as the Chief Installing Officer for the "Advertising Federation".
- Approving any expenses which are \$100 or less over budget.

In the case of absence or disability, the President's duties shall be performed by the Vice President.

4. The duties of the Vice President are:

- Perform all the duties of the President in the event of absence or disability of the President.
- Chair the Programs committee.

5. The duties of the Treasurer are:

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Review and audit all money, securities, checkbook and financial records of the "Advertising Federation".

Notify anyone who appears to be going over budget.

Help in one-on-one contact and collection efforts for members in arrears.

The financial records are transferred to the Treasurer for approval by the Executive Committee and or board. Two signatures are required on all disbursement checks.

6. The duties of the Secretary are:

Record the minutes of all meetings of the "Advertising Federation".

Issue all notices of board meetings.

Keep all "Advertising Federation" records not kept at Management Firm.

Handle all correspondence.

Handle any other details the President deems necessary.

7. In the event of severe physical or mental disability, removal from office, resignation or death of an Officer the Executive Committee shall elect a successor subject to approval of the Board of Directors at the next Regular Board Meeting and to serve until the next Annual Meeting and election of Officers.

8. The qualifications for nomination for an "Advertising Federation" Officer are:

Must have served as a Director of the "Advertising Federation" for one full year.

Must be in good standing with the "Advertising Federation".

Must be directly involved the advertising industry in one of the following categories: Ad Agency, Advertiser, Media or Industry related supplier.

Must have demonstrated a minimum of three years of "Advertising Federation" involvement including responsible chairing of assigned committees.

Should have evidence of personal character that does not violate the integrity or interests of the advertising industry or the standards and objectives of the "Advertising Federation" as stated in the Constitution. The Nominating Committee is charged with review and verification of qualifications of all nominees to an official office in the "Advertising Federation". Standard verification procedures will include obtaining recommendations from the nominee's current employer and other "Advertising Federation" members.

P.A.C. (Political Action Committee)

1. The "Advertising Federation" is a contributing member of the established Political Action Committee which has been incorporated into the Legislative and Government Relations Committee of the 4th District AAF. Its purpose is to review State Legislators voting records regarding advertising and to recommend those State Legislators who should receive contributions to their campaigns. Expenditures are made in compliance with the Florida Division of Elections, Department of State, guidelines.

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