

Vice President-Collegiate Chapter

- Participates in Collegiate Chapter Board meetings and activities
- Functions as liaison for HSMAI Central Florida Board of Directors
- Provides guidance for students to build successful and impactful school presence.
- Communicates all national and local initiatives, programs and fund raising to collegiate board and ensure that they communicate information to collegiate members.
- Promotes HSMAI University Programs to collegiate members
- Creates mentor program with collegiate chapter.
- Creates a collegiate evaluation/survey form to be used at all collegiate functions.

Vice President-Programs and Education

- Chairs committee responsible for delivering meaningful programs and educational experiences.
- Researches all other related associations meeting dates at the beginning of the year to ensure no major conflicts that might impact attendance.
- Secures speakers/presenters for a minimum of four significant educational programs per year.
- Ensures two programs are planned with customer interaction via a social event, panel discussion or joint meeting.
- Is responsible for getting chapter events posted on the HSMAI website.
- Promotes HSMAI University Programs to chapter members
- Ensures presentations at all other Chapter meetings are timely and well presented.
- Aggressively markets all programs through the Chapter website, newsletter, emails, or direct mail.
- Works with Logistics regarding appropriate locations and dates for all programs/events.
- Creates a meeting evaluation/survey form to be used at each chapter function.
- Works with Immediate Past President to conduct an annual awards and recognition program.

Vice President-Membership

- Chairs committee responsible for membership growth and retention.
- Develops a membership program/contest and theme for the year.
- Carefully monitors chapter reports located in the Chapter Leadership Resource Center on the HSMAI website.
- Maintains a current prospective member list.

- Attends monthly membership chair conference call.
- Keeps board list current in chapter reports in Resource Center
- Monitors retention reports in Resource Center
- Monitors membership related line items in CAR
- Promotes awareness of and involvement in Special Interest Groups (SIG's) to all chapter members.
- Monitors monthly update of chapter membership participating in SIG's.
- Creates a "member care" program to be conducted by committee

Vice President-Communications/Newsletter

- Co-Chairs committee responsible for public relations, communications, chapter website and the Chapter newsletter.
- Complies with all HSMAI graphic standards
- Ensures that pertinent news and information from the Chapter, HSMAI headquarters and a calendar of upcoming events with dates, location, times and costs is included in the Chapter newsletter.
- Works with the web master to ensure a timely, high quality newsletter product in electronic format.
- Create advertising program to sell advertising space to offset the cost of the newsletter or web costs.
- Ensure a minimum of four newsletters and preferably no less than six newsletters are published annually.
- Develop a positive presence and image for the Chapter within the hospitality community as well as the wider publics within the chapter community.

Vice President-Website/Social Media

- Co-Chairs committee responsible for public relations, communications, chapter website and the Chapter newsletter.
- Complies with all HSMAI graphic standards
- Ensures that pertinent news and information from the Chapter, HSMAI headquarters and a calendar of upcoming events with dates, location, times and costs is included in the Chapter website.
- Coordinates with VP Communications/Newsletter that timely, high quality newsletter product in electronic format.
- Ensures timely distribution of the newsletter to the Chapter roster. Include general managers, owners and managers of hospitality related businesses, the local hotel association and other local organizations such as MPI, ASAE, the convention and visitors bureau, in your prospect list if feasible.
- Develop a positive presence and image for the Chapter within the hospitality community as well as the wider publics within the chapter community.

- Maintains and regularly updates local HSMAl social media sites and reports back to board successes.
- Communicates all pertinent news and chapter information including events on social media sites.

Vice President-Sponsorship/Fundraising

- Chairs the committee responsible for sponsors for the Chapter.
- Responsible for the sale of raffle tickets at each Chapter event to provide an ongoing source of revenue for educational programs, supporting local charitable causes and the HSMAl Foundation.
- Solicits donations of raffle prizes from members and hospitality partners.
- Ensures recognition is provided to those organizations who donated prizes.
- Works closely with the Vice President-Programs and Logistics to develop, market and produce two fund raising events each calendar year. It is suggested that one fundraiser benefit the HSMAl Foundation and the other to provide funds for scholarship programs, educational programs or community donations.
- Works closely with the Board member responsible for International programs to coordinate a fund raising event for the HSMAl Foundation.
- Creates a partnership program for on going corporate support.

Vice President-Hospitality

- Chairs the hospitality committee.
- Organizes phone call program in advance of all Chapter events to obtain RSVP's, provide additional information and reminders of the event.
- Provides an environment at all Chapter events to help make the participants feel welcome and comfortable.
- Staffs the registration desk at all Chapter events. Welcomes new members and guests. Assists the Chapter secretary with registration and the treasurer with collection of funds at all events.
- Maintains Chapter name badges or ensures that all attendees have a nametag upon arrival at a Chapter event.

Vice President-Program Logistics/Admin

- Works with the Vice President-Programs to determine dates of all programs and events.
- Negotiates with meeting and event sites to obtain the best possible price, trade outs, arrangements, etc. It is suggested that a standard pricing format be used for breakfasts, lunches and dinners.
- Approves menus and all other arrangements pertinent to each event.
- Uses creative approaches to provided "Wow" at every HSMAl event.

- Arrives at event site a minimum of one half hour in advance to ensure all arrangements are complete.
- Coordinates with Programs to ensure all A/V arrangements are handled.
- Provides guarantees for all events needing guarantees.
- Works closely with the event site throughout the event to ensure service is efficient, so programs can begin and end on time.
- Ensures that all suppliers are recognized during welcoming remarks and again through the newsletter.
- Ensures meeting evaluations are used for each chapter function and collects the evaluations after meeting.