



SOCIETY FOR MARKETING ADVANCES

SECRETARIAL DUTIES:

1. Forward queries to respective members of EC (emails come in year round and forward them to different EC members).
2. Official photographer – documenting DC, sessions, award ceremonies, receptions and distinguished scholar lectures.
3. Write minutes of EC and BoG meetings.
4. Floater – help out where ever help is needed during the conference.
5. Newsletter [Eliminating]
 - a. We have decided to do away with the newsletter but we still need to find a way to encourage our members to share their content which we can then publish through our owned media. AMA sends out an email almost every day – we can't match them but at least think of a way to share our member's achievements/ ideas or other SMA developments in some way.

**OPERATIONS MANUAL
SMA SECRETARY**

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OPERATIONS MANUAL
SMA SECRETARY**

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OFFICE OF THE SECRETARY

OVERVIEW

The SMA Secretary serves at the discretion of the SMA membership.

- Candidates for SMA Secretary are nominated by a nominating committee and elected by the SMA membership.
- The nominating committee is selected by the SMA Board of Governors (BoG)¹ Chair from BoG members.
- The Secretary serves for a term of two years, coming up for election in even years. The term for all officers begins at the end of the business meeting held at the annual conference.
- The Secretary is a voting member of the Executive Committee².

RESPONSIBILITIES OF SMA SECRETARY

- Execute the duties of SMA Secretary as prescribed in this Operation Manual.
- Attend all meetings of the Executive Committee, Business, and BoG meetings.
- Attend the Annual Conference, arriving on Tuesday before conference activities commence and leaving no earlier than Saturday, 3:00 pm.
- Attend all conference activities (Welcome Reception, Awards Luncheon, President's Reception).

MAJOR TASKS

The Secretary is responsible for three major tasks that assist in the operations of SMA.

- Prepare Minutes: document meetings of Executive Committee meetings and Annual Business meeting.
- Develop and prepare bi-annual Newsletters.
- Act as photo historian of the annual conference.
- Participate in Annual Conference

¹ The Board of Governors consist of 12 members, including 3 immediate Past Presidents, 3 SMA Distinguished Fellows, 3 SMA Members-at-Large, SMA Executive Director, SMA President, and SMA President-Elect. *Refer to SMA Constitution and Bylaws for additional details.*

² The Executive Committee consist of 7 voting members: President, President-Elect, Secretary, Treasurer, Executive Director, Director of Electronic Communications, and Direct of Academic Placement Services. *Refer to SMA Constitution and Bylaws for additional details.*

Executive Committee Meetings

The Secretary is charged with taking minutes at all Executive Committee (EC) meetings.

- The minutes are formalized using the format shown in Exhibit A and saved as a Microsoft Word document.
- Minutes are to be circulated to all EC members (whether in attendance at the meeting or not) within one-week of the meeting.
- Officers have one-week to contact the Secretary with necessary modifications to the minutes.
- If the minutes are modified, a corrected copy is circulated to EC members no later than three weeks from the meeting date.

The Secretary is the caretaker of the minutes of the EC.

- Electronic copies of the minutes must be retained in Microsoft Word format.
- Once leaving the office of Secretary, the electronic copies of the minutes are sent to the incoming Secretary.

Annual Business Meeting

The Secretary is charged with taking minutes of the SMA Business Meeting held at the Annual Conference. This meeting is an informational meeting of the membership. Discussions that request action are forwarded to the EC or BoG for consideration.

- The minutes are formalized using the format shown in Exhibit B and saved as a Microsoft Word document.
- Minutes are to be circulated to all EC members (whether in attendance at the meeting or not) within one-week of the meeting.
- Officers have one-week to contact the Secretary with necessary modifications to the minutes.
- If the minutes are modified, a corrected copy is circulated to EC members no later than three weeks from the meeting date.

The Secretary is the caretaker of the minutes of the Annual Business Meeting.

- Electronic copies of the minutes must be retained in Microsoft Word format.
- Once leaving the office of Secretary, the electronic copies of the minutes are sent to the incoming Secretary.

The Secretary is charged with the preparation and circulation of SMA's bi-annual Newsletters.

Publication Dates and Numbering Convention

SMA Newsletters are published on **March 1st** (Spring issue) and **September 1st** (Fall issue) each year. Solicitation of information for the Newsletters should be solicited two months to six weeks prior to publication (January / July). The number convention is sequential using volume (roman numerals) and number (1 = Spring issue and 2 = Fall issue).

Spring 2018 = Volume XLII (42), Number 1
 Fall 2018 = Volume XLII, Number 2
 Spring 2019 = Volume XLIII (43), Number 1

Newsletter Topics

The context of the Newsletters consist of the following topics. Additional topics may be added as warranted.

Topics	Solicit From	Method of Solicitation
Message from the President	SMA President Charlene Davis	Email Cdavis2@trinity.edu
Officers' Reports	<ul style="list-style-type: none"> ▪ Treasure ▪ Executive Director ▪ Director of Academic Placement ▪ Director of Electronic Communications ▪ Proceedings Editor 	Email
Board of Governors	BoG Chair, Diane Edmondson	Email
Conference Update	President-Elect - vacant	Email
Journal Updates	Karen Flanerty, Editor of <i>JMTP</i> Barbara Ross Wooldridge – incoming Editor of <i>MER</i> (end of 11/18) -	Email
Voice of the Membership	Active SMA members	Bulk email to members; send request to Director of Electronic Communications (DEC)

Draft Preparation

A draft of the Newsletter is delivered via email to the EC three weeks prior to publication (February 7th and August 7th). EC members have one week to submit changes/modifications to the Secretary.

Newsletter Format

Any publication software may be used to produce the Newsletters. Microsoft Publisher works well. Go to <http://www.marketingadvances.org/?page=A9> to view recent publications. These recent publications are examples of the expectations of the context and presentation of the SMA Newsletters.

Distribution

An electronic copy of the Newsletter in pdf format is delivered to the SMA membership by the DEC. Email a copy of the Newsletter to the DEC by the date of publication (**March 1st / September 1st**). The DEC is responsible for distributing the Newsletter via email and posting a copy to the SMA Website.

PHOTO HISTORIAN

The Secretary is charged with preserving the history of SMA Annual Conferences through photographs. Typically, the Secretary uses his/her camera to take pictures at the conference.

Activities

Secretary is responsible for taking photos at the following events.

- Doctoral Consortium (DC)
 - ✓ Photos of the DC students and DC Chair(s)
 - ✓ Make arrangement for photo opt with DC Chair **two months before conference**. The DC schedule is on a strict schedule, so it is necessary to involve the DC Chair, so photo opts can be scheduled.
 - ✓ Keep a diary of the name of DC students
- Welcome Reception
 - ✓ Photos of members at reception (diary of names not necessary)
- Awards Luncheon
 - ✓ Photos of all Award Winners (requires diary of names)
 - ✓ General pictures of Podium speakers and membership (diary of names not necessary)
- President's Reception
 - ✓ Photos of members at reception (diary of names not necessary)

- Distinguished Scholar Lecture
 - ✓ Photo of scholar delivering lecture

In addition to the recurring events shown above, the Secretary is responsible for taking photos of other activities, includes some session presentations, at the Annual Conference.

Distribution

Individuals

Individual members/conference attendees may request a copy of the photos taken at conference. It is the Secretary's responsible to respond to those requests.

SMA Website

A file of all images (photos) must be sent to the DEC by January 1st. The DEC is responsible for posting the photo gallery to the SMA website.

Caretaking

The Secretary is responsible for maintaining an electronic copy of all SMA photos. When leaving office, these photos are passed along to the incoming Secretary.

CONFERENCE ACTIVITIES

Required Conference Activities

All EC members are expected to "pitch-in" at the Annual Conference. Activities tackled as a group include, but not limited to:

- Setting-up and breaking-down equipment (projectors and screens)
- Packing equipment for shipment
- Relieve the Director of Academic Placement Services for lunch and breaks
- Relieve the Treasurer at the Registration Desk for lunch and breaks
- Be available in the Registration area during morning and afternoon breaks to greet and assist members (if necessary)
- Introduce yourself, greet, and express appreciation to session chairs at the beginning of sessions
- Solicit suggestions and participation from members during conference (report back to EC)

EXHIBIT A

**MINUTES OF THE executive committee meeting
OF
SOCIETY FOR MARKETING ADVANCES, INC.**

The annual meeting of the SMA Executive Committee of the above referenced corporation was held on [Day of Week], [Month/Day/Year] at [time] EST [at physical location, City, State OR by teleconferencing, phone number].

Present were:

Name, Position

Name, President [or other officer if authorized by President], called the meeting to order at [time].

Discussions

[Matters discussed without action of the EC (e.g., report from officers)]

Actions Taken

[Narrative]

Being no further business to come before the Executive Committee, the meeting was adjourned at [time].

Name, Secretary

EXHIBIT B

**MINUTES OF THE ANNUAL BUSINESS MEETING
OF
SOCIETY FOR MARKETING ADVANCES, INC.**

The annual business meeting of the above referenced corporation was held on [Day of Week], [Month/Day/Year] at [time] EST [Hotel name, City, State].

Officers present were:

Name, Position

Members present were:

Name

Name, President [or other officer if authorized by President] called the meeting to order at [time].

Discussions

[Matters discussed without action of the EC (e.g., report from officers)]

Being no further business to come before the membership, the meeting was adjourned at [time].

Name, Secretary