



Board of Directors 2008

Vice Chair – Membership

Is responsible for the overall policy development for membership and member services, including the development of new programs to attract new members to the association and keep their interest and involvement once they are part of AFE.

Liaison to the Board for Committees including:

- Membership
- Marketing
- Professional Development
- Others as appointed

TASKS

- Develops and directs a comprehensive program for membership recruitment, including direct mail campaigns; managing and motivating member volunteers to participate in various programs; directing ongoing membership activities; analyzing results; and implementing new strategies and programs. All of these activities directly impact the organization's financial and membership goals.
- Provides strategic direction and financial planning of membership department as it relates to the association's strategic goals.
- Partners with other departments to identify and develop sponsorship and new business opportunities.
- Manages relationships with other committees' chairs to coordinate numerous membership activities, operational and budgetary issues, volunteers and task force activities, and to motivate and educate staff to participate in membership promotion and development.
- Serves as senior liaison to the Membership Committee whose primary objective is to serve as content expert in the functional area of membership. Oversees the strategic direction of this volunteer group and their participation in AFE Meetings.
- Manages and negotiates relationships with allied associations for the benefit of AFE and its members
- Ensure appropriate product/services are delivered timely, successfully, and within budget.
- Other tasks as directed