

**Practice & Policy Review**  
**2010**

## **Practice & Policy Review 2010**

**Overall Practice & Policy Review Goal:** To create a reference document of common practices and policies that can be used to maintain consistency and alignment of the Chamber's marketing, Membership services, and programming activities.

### **Additional Goals:**

To implement a system of validating and recording practices and policies as they are developed and adopted;

To establish an "ad hoc" task force to assess the Chamber's practices and policies and make recommendations of changes to the Board of Directors and/or the President & CEO of the Chamber.

To effectively communicate and distribute applicable practices and policies to Chamber Members.



## **Practices & Policies**

**Adopted \_\_\_\_, 20\_\_**

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## **I. VISION STATEMENT**

To be recognized as the premier Chamber of Commerce & Industry  
in the State of Illinois.

## **II. MISSION STATEMENT**

The Downers Grove Area Chamber of Commerce & Industry  
serves its community as the premier business resource for its membership  
by providing and protecting economic opportunity  
essential to operating and growing a successful enterprise.

### III. INTRODUCTION

The Downers Grove Area Chamber of Commerce & Industry (the “Chamber”) is an organization of business, not-for-profits and professional firms formed for the purpose of advancing the economic, industrial, professional, cultural, and civic growth and welfare in and around the Downers Grove area. The Chamber functions through a system of volunteer leaders and committees to realize its mission.

Responsibility within the Chamber is two-tiered. First, the responsibility for the continued growth and prosperity of the area rests through the volunteer leadership of the business community, which are its supporters and prime beneficiaries. Second, the Chamber’s paid staff is accountable to the Chamber’s volunteer leaders. The staff is responsible for seeing that the desires of the Membership and its representatives on the Board of Directors are fulfilled. Structurally, the Chairman of the Board of Directors, pursuant to the direction of the Board of Directors, has full responsibility and authority for the entire operation of the Chamber. The Chairmen Elect, the Chamber President & CEO, and the other Chamber officers are accountable to the Chairman. The other Members of the staff are accountable to the President. The Chamber’s committees and committee chairmen are accountable to the Chairman Elect and to the Chairman. All volunteer leaders and staff are ultimately accountable to the Chamber’s Members.<sup>1</sup>

This Practices & Policies document serves as a guide for explaining the Chamber’s policies and practices to its Members. The Chamber reserves the right to add to, modify, or discontinue the use of this document at any time with or without notice. This document will be posted on the Chamber website and made available to any Member upon request. The staff members referred to in this document and their respective contact numbers are listed on the Chamber’s website at [www.downersgrove.org](http://www.downersgrove.org). Any Member may submit a concern, consideration or question regarding a Chamber policy or practice by sending a letter to the Policy Review Staff Liaison c/o DGACoC&I at 2001 Butterfield Rd., Suite 105, Downers Grove, IL 60515 or via e-mail to [chamber@downersgrove.org](mailto:chamber@downersgrove.org)

Policies and practices have been grouped into categories for easy reference. The categories used in this document are:

- IV. Committees, Networks, Groups
- V. Marketing;
- VI. Events and Special Programs;
- VII. Membership;
- VIII. Endorsements, Referrals, and Other Issues.
- IX. Review and Amendments

#### IV. COMMITTEES, NETWORKS AND GROUPS

The Chamber maintains a number of standing committees, networks and groups including Ambassadors, Business Roundtable, Health and Wellness, Not for Profit Network, Legislative Impact Network Committee, Women's Business Council and Young Professional Network and Referral Groups. The Chamber also creates ad hoc committees and task forces from time to time. The aforementioned are further referred to as Committees. This section addresses the policies and practices related to the committees, networks and groups.

##### **A. POLICIES**

- 1. Leadership Appointments.** In accordance with the bylaws (Article XI.Section 1), "The Chair of the Board shall designate all Committees and appoint all Committee chairs. The Board may authorize and define the powers and duties of all standing and special committees except as set forth in the bylaws."
- 2. Committee/Network/Group Marketing.** When a committee, network or group wishes to develop a non-budgeted marketing piece or project, the financial support and commitment must come from committee Members. Fulfillment of such marketing will not occur until the cost is fully supported by the financial commitment of applicable Members. Sponsorships and sponsors need to be approved by the staff liaison. Based on the committee's commitment, as necessary, the staff liaison will obtain any quotations for project fulfillment from Chamber Members. When appropriate, committee Members will donate time and effort to complete. All marketing efforts must be coordinated with the Chamber's marketing staff and Committee/Network/Group liaison. Concept and final approval must be approved by the staff liaison.
- 3. Committee/Network Events.** All events should be evaluated and planned based on a needs assessment of Chamber Members. Committee and Network programs should be made available to all Chamber Members. Events intended to be exclusive to Committee/Network Members should be scheduled during meeting times whenever possible. Any off site Committee/Network events will be organized and negotiated by Chamber staff. Except budget supporting programs and seminars as approved by the Board of Directors, admission fees should be avoided whenever possible. All events should take place at Chamber businesses whenever possible and should be coordinated with Chamber staff for scheduling purposes.

##### **B. PRACTICES**

- 1.** All Members are encouraged to consider Committee/Network/Group leadership positions. It is a practice to obtain Committee/Network/Group nominations for designated leadership roles and vote in accordance to Robert's Rules. Interested parties must submit a letter of intent to Chairman Elect.
- 2.** It is a practice to welcome non-Members to no more than two committee meetings.

## V. MARKETING

A significant number of informative and promotional marketing pieces are produced by or on behalf of the Chamber. This section addresses the policies and practices related to the production of such items.

### A. POLICIES

1. **Creative Process and Approval.** The Chamber marketing staff and Members shall follow the following creative process guidelines:
  - a. Notify the marketing staff of new project;
  - b. Identify the marketing vehicles needed for the project with the marketing staff;
  - c. Work with the marketing staff to develop the project timeline;
  - d. Work with the marketing staff to develop name, brand and/or theme and seek member input as needed;
  - e. Work with the marketing staff to develop marketing materials that fit the needs of the effort and seek member input as needed;
  - f. Grant final decision-making on marketing efforts to the marketing staff;
  - g. Ensure that no Committee/Network/Group or ad-hoc group authorizes the spending of Chamber money for project development; and
  - h. Ensure that no Committee/Network/Group or ad-hoc group works independently of the Chamber's established marketing effort.

Note that the Chamber's marketing staff must approve all final copy before it is disseminated.

2. **Production Timeline Guidelines.** The Chamber marketing staff and Members shall follow the following production timeline guidelines:

a.	New concept development	3 months
b.	Event theme development	3 months
c.	Project/event timeline development	3 months
d.	Flyer development	10 working days
e.	Newspaper ad development	10 working days

3. **Colors.** The following colors may be used for the production of Chamber marketing materials:

Green: PMS 335u for uncoated stock, 561c for coated stock  
Black  
White

Other colors may be used if approved by the marketing staff. On items with a dark background, the Chamber logo must be reversed in white, with approval from Chamber marketing staff.

4. **Logos.** Please refer to the Identity Guidelines for complete information.
  - a. **Chamber Logo.** The Chamber has adopted the following logo:

# **IDCG** **DOWNERS GROVE AREA** *Chamber of Commerce & Industry*

- b. The Chamber has adopted the following icon for the Chamber.



- c. Neither logo shall be altered in any way.
- d. The Chamber logo or Committee/Network/Group logo as designated by the Chamber's marketing staff shall appear on all materials produced by or for the Chamber. Chamber logo must be prominent and correctly reproduced.
- e. The Chamber logo or Committee/Network/Group logo as designated by the Chamber's marketing staff shall appear on the front (or first-seen surface) of all printed materials produced by or for the Chamber unless otherwise approved by the Chamber's marketing staff.
- f. The Chamber logo shall appear at least as large as other businesses' logos used on all materials produced by or for the Chamber.
- g. Text shall not appear larger than the Chamber logo on any materials produced by or for the Chamber.
- h. Except the Chamber and its committees, no one shall use the Chamber logo on its own materials, including websites, unless approved by the marketing staff.
- i. The logo designated for use by Chamber Members is as follows:



or



- ii.
5. **Chamber Communications.** Inclusion in Chamber mailings cannot be assumed and should be arranged with the Committee/Network/Group liaison with approval by the marketing staff.
6. **Ad Specialties and Clothing.** Prior to production, all clothing shall be approved by the marketing staff. Prior to production, all ad specialties shall be approved by the marketing

staff. If an exact color match is not available, a color closest to one of the Chamber's colors should be chosen.

7. **Marketing of Committee/Network/Group Collateral.** All committee marketing efforts must be coordinated with the marketing staff.

Questions and submissions may be directed the Manager of Marketing & Programs Services.

## **B. PRACTICES**

1. Request for proposals for Chamber services are sent to Chamber Members at least once every two years.
2. Advertisement placement in Chamber publications, website and other collateral is determined by the practice of right of first refusal.
3. Unless approved by Chamber President & CEO, promoting non-Member businesses is not allowed.
6. Promotion of Member or non-Member events on the Chamber website is encouraged for the Community Calendar only. Members may submit event information by visiting [downersgrove.org](http://downersgrove.org).
7. A Member's category listing will be based on the categories found in the Yellow Pages as published in the Downers Grove telephone book or as determined by appropriate staff.

## **VI. EVENTS AND SPECIAL PROGRAMS**

The Chamber sponsors a number of events and special programs, including Business Before Hours, Business After Hours, Luncheons, Golf Outing, Chamber Choice Awards, New Member Receptions, and other special programs. This section addresses the policies and practices related to such events and special programs.

### **A. POLICIES**

1. **General Membership Luncheon Sponsorship.**
  - a. The availability of general luncheon sponsorships is published in the Chamber's Bizword. Sponsorships are scheduled by, Manager of Marketing & Programs.
  - b. General Membership Luncheon sponsorships cost \$500 and include:
    - i. A stand-alone sign in the banquet room;
    - ii. A promotional item placed at each seat, if desired;
    - iii. A display table in the pre-function area, if desired;
    - iv. And a 3-5 minute microphone time preceding the main presenter; and
    - v. Recognition on [downersgrove.org](http://downersgrove.org)
  - c. All materials must be supplied by the sponsoring Member.
  - d. The stand-alone sign should be delivered to the Chamber office at least two days in advance of the event.

- e. With the exception of the Chamber Choice Awards luncheon and an annual Multi-Chamber luncheon only one sponsor is scheduled for each general Membership luncheon.
- f. The planning committee of the Multi-Chamber luncheon determines the cost and benefits of sponsorship.

**2. Business Before/After Hours.**

- a. Businesses are placed on a waiting list in the order that they express interest in hosting an event. The list is maintained by the Manager, Marketing & Programs.
- b. The scheduling of hosts for these events will be selected by the Manager, Marketing & Programs, determined by Chamber requirements and consideration of wait list order.
- c. Each business may host only one (1) Business Before/After Hours event per calendar year, regardless of their position on the waiting list.
- d. In the event of a cancellation, the search for a replacement host will resume in waiting list order and based on Chamber requirements.

**3. Committee/Network/Group Events.**

See Section IV.A.5 above regarding Committee/Network/Group events.

**B. PRACTICES**

- 1. Major event sponsorships are published in the Bizword and various marketing pieces. Arrangements are finalized with the Manager, Marketing & Programs. Some sponsorship availability is determined by the right of first refusal.
- 2. The choice of hosting general Membership luncheons and major events is conducted by the practice of issuing a "request to bid" letter to all Members with suitable accommodations as determined by the Manager, Marketing & Programs.
- 3. The final approval for choice of speakers and facilitators at Chamber events is determined by Chamber staff.
- 4. The practice and protocol regarding dress policy at all Chamber events has been 'appropriate business attire' required.

## **VII. MEMBERSHIP**

The Chamber's Members are its lifeblood. This section addresses the policies and practices related to recruiting and retaining Members in the Chamber.

### **A. POLICIES**

#### **1. Membership Dues**

In accordance with the bylaws, Membership dues shall be paid at such rate, schedule, or formula as may be approved by the Finance and Executive Committees and ratified by the Board of Directors.

### **B. PRACTICES**

1. Special payment schedules for Membership is practiced on an 'as needed' basis, determined by the President & CEO.
2. Monthly incentives are determined by the Vice President, Business Development.
3. "Trade outs" are discouraged in lieu of Membership dues.

## **VIII. ENDORSEMENTS, REFERRALS, AND OTHER ISSUES**

The Chamber always prefers Members over non-Members. However, the Chamber will not show any preference between or among its Members. This section addresses the policies and practices related to the Chamber's endorsement of goods and services, and referrals by the Chamber to specific Members. This section also addresses the other issues that are not considered elsewhere in this document.

### **A. POLICIES**

1. The Chamber does not provide letters of endorsement to or for companies or individuals.
2. The Chamber does not endorse (by letter, through the press, internet or otherwise) any private product, scheme, project, business, agency or special interest group when such endorsement is for the benefit of the party requesting it rather than for the benefit of the community as a whole.
3. The Chamber does not recommend specific products or services. Upon request, the Chamber will provide the names of several Members (preferably at least 3) that can supply the requested product or service within the business category requested.
4. Member contact information is at times sold to Members in excel format. Chamber staff will never include email addresses on any list distributed to Members or non-Members.
5. Legislative issues are addressed as they apply to the Board ratified Test of Relevance or as determined by LINC and/or Board of Directors.

6. Because of the potential liability when engaging in providing certificates of origin to their members, the below-listed procedures should reduce this risk, while allowing the Chamber to continue to provide this important member service.
  - a. The Chamber will never relinquish control of its seal to member companies in an effort to make it easier for them to obtain certificates of origin.
  - b. Only members in good standing are eligible to receive certificates of origin.
  - c. The request for a certificate of origin must be accompanied by manufacturer's invoices, shipper's affidavits, and other documents which may indicate the origin of the goods.
  - d. The certificate of origin must be filled out completely.
  - e. The information on the certificate of origin must match exactly the same information on the manufacturer's invoices, shipper's affidavits, or other accompanying documents.
  - f. Every certificate of origin must be stamped upon or typed with the appropriate current approved disclaimer statement.
  - d. Photocopies of the certificate of origin and the accompanying documentation must be made and placed in the appropriate folder.
  - e. Only those employees who have been formally trained and approved to do so may issue the certificate of origin.
  - f. After making sure that the information on the certificate of origin is complete and matching the accompanying appropriate documentation, the Chamber seal must be embossed on the document, and the signature or stamp of the signature of an officer of the Chamber (President or Vice President) must be placed in the appropriate area.

## **B. PRACTICES**

1. The general practice of right of first refusal is addressed on an as needed basis.

## **IX. REVIEW AND AMENDMENTS**

### **A. POLICIES**

1. The bylaws shall be reviewed by the Policy Review Task Force at least bi-annually.
2. This document and all written correspondence submitted to the Policy Review Task Force Liaison shall be reviewed by the Policy Review Task Force at least bi-annually. Modifications shall be recommended to the Board of Directors as appropriate. Any Member of the Policy Review Task Force may call a special meeting as needed to consider written requests.
3. The Board of Directors ratified this document on \_\_\_\_\_. The Board reserves the right to add to, modify, or discontinue the use of this document at any time.