



Southeast Cherokee Business Network Operations Manual

The SECBN Operations Manual consists of guidelines we follow that are not part of our formal bylaws. Unlike our bylaws, these procedures do not require a formal vote to establish them or to modify them.

Board of Directors for 2014:

- President..... Chuck Flagg, Cruise Holidays
- Vice President..... Tommy Sugg, Triumph Insurance
- Treasurer..... Erica Law, Paragon Accounting & Tax
- Secretary..... Linda Barnes, The Namedroppers
- Membership Chair..... Brian Watters, Watters Irrigation

Committees and Special Appointments

- Assistant Treasurer..... Katie Wise, LGE Community Credit Union
- Assistant Secretary.....
- Membership Committee..... Sam Naff, The Crown Business Group
Mike Derman, Defender Pest Protection
Connie John, CitruSolution Carpet Cleaning
- Bylaws Committee.....
- Sunshine Committee.....
- Social Committee.....
- Marketing Committee.....

Bylaws Committee

- Responsible for attending board meetings that may impact the bylaws and/or operations manual
- Update the bylaws based upon proposed changes
- Help President present changes to the SECBN for approval as required

Sunshine Committee

- Bring greeting cards to meetings for attendees to sign when a member needs encouragement or congratulations.

Social Committee

- Schedule bi-annual social gatherings of members and their families to become better acquainted in an informal setting. These parties will be held around Christmas and the summer each year.
- The party host should not provide alcoholic beverages in order to avoid liability to themselves and to the SECBN. Members will bring their own bottle if they wish to have alcohol.
- Manage our events calendar, including new events we may want to participate in. When an event is not approved by simple majority, individual members are free to participate as they wish.

Southeast Cherokee Business Network Operations Manual

Marketing/Public Relations Committee

- Recommend new charitable events in which to participate and/or contribute.
- Develop and manage the SECBN brochure and/or collateral.
- Draft and submit press releases relating to SECBN and its members along with photos to local news media and request publication.
- Submit event information and dates to local community calendars.
- Encourage members to offer business incentives to help us refer them to others.
- Determine and submit web site content, including special events, articles, business profiles, general promotion and web site linking.
- Photograph meetings and events.

Membership Committee

- Manage activities related to growing membership – including recruitment.
- Supply membership applications and new member packets to prospective members.
- Screen visitors and applicants for competition with existing members' business classifications.
- Follow-up with members not-in-good-standing as to attendance issues.
- Provide updated reports as needed indicating members joining and resigning.
- Provide the membership at large with an open category list.

Treasurer:

- Track budget and advise/publish records quarterly at the business meeting.
- Advise on changes required to the amount of dues, currently \$30 every 6 months.
- Manage fund raising efforts.
- Every Committee Chair must submit an annual budget to the President for approval by December 15. Budgets will be submitted to the Board for approval at the January board meeting.

Meetings

- Meetings are held each Wednesday at 8:30 am at The Frosty Frog Creamery.
- Each member, guest, or visitor in attendance will pay a \$5.00 venue contribution per meeting. Funds collected cover the cost of beverage, pastries and use of the facility.
- If the SECBN grows too large for this venue, we will consider alternate locations.

Southeast Cherokee Business Network

Operations Manual

Meetings (continued)

- Appropriate behavior during meetings: During a member's presentation, whether it is their brief, weekly introduction or it is their turn as our presenter, other members will respect that member's time to focus on his or her business. This is NOT the time to mention other options to that member's offering, nor to mention your own product or service. For example, if a member is explaining the widgets they sell for \$5 each, don't interrupt by saying you've found them on the Internet for \$3.50. Also, if a member is presenting their widgets and you think they may need your gadgets, mention it to them off-line, NOT during their presentation.
- Member Presentations
 - Two members will have the opportunity to spend 15 minutes presenting his or her business (see Agenda section for recommendations). Presenters will also serve as Greeters on their presentation day
 - A presenter, with Board approval, may elect to hold the meeting at their office rather than at the normal venue. In that event, **it is incumbent upon the presenter** to provide directions and to remind the Secretary to state the location with address, directions, and phone number in that week's email invitation.
- Business meetings will be held quarterly in January, April, July and October of each year to review reports from the committees and the Treasurer
- Training meetings may be held in lieu of member presentations. Guest speakers, training sessions, special breakout sessions, or workshops may be held at the discretion of the board.
- Inclement weather: If the Cherokee County School System has issued a delayed or closed school day, our meeting will be cancelled.

Leads and Referrals

- Leads are considered a person you may want to call. Referrals have been qualified as having a need you can provide and are expecting you to contact them.
- The best way to receive referrals is to first offer referrals!
- Encourage contact outside of our meetings. Invite a member to lunch whom you just met. This will help you refer them and will help them get to know you better.
- Referral activity will be tracked by the Vice President to publicize our successes. This tracking process also identifies members who may not be getting many referrals and need special attention from SECBN in order to generate more referrals for them.

SECBN Records

Various SECBN records will be maintained by the following board members:

- Vice President
 - Referral sheets and blank forms
- Membership Chair
 - Business classifications filled-vs-vacant
 - Member application forms and new member packets

Southeast Cherokee Business Network Operations Manual

- Treasurer
 - Bylaws
 - Operations Manual
 - Membership list
 - Budget reports
- Secretary
 - Minutes of all board meetings
 - Calendar of meetings including speakers, presenters and training

Attendance

- Treasurer will use weekly list of venue receipts to update attendance spreadsheet.
- Treasurer will email the attendance spreadsheet to the Membership Chair, Secretary and President each week.

Agenda

- 8:30 – 8:45 AM Open networking
- 8:45 – 9:00 AM 30-second introductions & welcome any new members¹
- 9:00 – 9:15 AM First Presenter presents their business²
- 9:15 – 9:30 AM Second Presenter presents their business²
- 9:30 – 9:45 AM Share Referrals, SECBN business (finances, events, promotion, etc), success stories, announcements and community news
- 9:45 AM Adjourn

¹ 30-second introductions should include the following:

- Who you are
- What you do
- Where you are located
- Who is a good referral for you
- Should not be a sales pitch

² We recommend that the weekly presenters allocate their 15 minutes as follows:

- Distribute handouts in advance so members may take notes.
- Use 5 minutes to describe your business. Cover the same areas as noted above for the 30-second introductions, but with more elaboration.
- Using examples and stories is the best and most engaging way to explain what you do and what makes your business unique.
- Save the final 5 minutes for questions and active discussion that may reveal anything you may have missed during your presentation.
- The most important topic is who is a good referral for you! Again, examples are the best way to do this.

Southeast Cherokee Business Network Operations Manual

Web Site Guidelines and Procedures

Official Website: <http://www.secbn.com>

The SECBN website is hosted by Inspired 2 Design who serves as webmaster (sales@inspired2designllc.com) until December 31, 2010.

Content

All information posted on the SECBN website shall be SECBN-related. Items not directly related to SECBN will not be posted. The SECBN Board of Directors must approve any exception to this policy. Website tools are limited exclusively to use by SECBN members in good standing for conducting business within the group, and are not to be used for promoting outside interests, groups or other networking entities.

Submission of Information

Information is to be sent to the webmaster and should be complete and in standardized document or picture format. The following information may be submitted for review:

- Biography, sent directly to webmaster
- Articles should be submitted via email message or in the form of an electronic document. The webmaster will not write articles for submitted items.
- Pictures must be in either .gif or .jpg format
Pictures in .bmp format will not be accepted due to size restriction
The fomated picture file size should be less than 50K
- Links to relevant sites may be added to the appropriate web page as determined by the webmaster and/or Board.
- Event Notices (webmaster to determine requirements).
- Schedules/Calendar of Events

Posting Procedures

All items submitted for posting to the web site will be handled as follows:

- Submissions will be reviewed to determine SECBN relevance;
- If deemed SECBN-related the following will happen:
 - Webmaster will post information under the appropriate category link.
 - Webmaster may forward the information to an alternate to post.
 - Webmaster will notify the submitting party that the information has been posted to the web.
- If the webmaster deems any submission “non-SECBN related”, the submission will be forwarded to the SECBN Board members for review. If after the review process, the Board deems the article SECBN noteworthy, the webmaster will be notified by the president with approval to post.
- If the Board decides it should not be posted, the submitting party will be notified by the President that the information will not be posted as it has been determined by the Board that the content is not SECBN related.

Southeast Cherokee Business Network Operations Manual

Posting Frequency

Updates to the website will be completed as soon as possible; normally within 3 days.

Errors/Out of Date Info

Any errors and out-dated information found on the web site should be reported to the webmaster immediately for correction or removal.

Deletions & Additions

- To be listed on our web site, a member must be active and current with dues.
- If dues are more than 30 days delinquent, the member will be removed from the site.

Web site Bio Information (Business Directory)

- Members must provide the following information, as applicable, in order to be listed on our web site:
 - Company name
 - Address
 - Phone number
 - Fax number
 - Email address
 - Web site address
 - Business description, limited to 150 words
 - Company Logo

Webmaster compensation

- Yearly website hosting is payable in January for the upcoming year
- URL/Domain renewal, as needed, will be billed at \$15 per year
- Webmaster will bill SECBN at a contracted rate (as approved by the board) on the last day of the month for work done during that month.

Southeast Cherokee Business Network Operations Manual

Chairperson Responsibilities for Charitable or Social Events

SECBN may participate in a number of charitable and social events during the year. Each event will be assigned a chairperson, who assumes the following responsibilities:

- Determine what our financial contribution will be by determining our budget and recommending a figure to the President who will present the budget to the Board of Directors for approval.
- Overall responsibility for planning our participation to ensure it benefits the charity and secondarily, helps to promote SECBN in the community.
- Keep SECBN members apprised of the event's status through periodic reports at our meetings and via email.
- Identify our charity contact and coordinate our involvement with that person.
- Determine how many volunteers function will require from SECBN. Solicit and manage volunteers from the group. Keep volunteers apprised at meetings and via email.
- Remind volunteers just prior to the event where to be, what to bring, dress code, etc.
- Find a place and a way to display our SECBN banner.
- Coordinate with Marketing/Public Relations Chair to bring a camera to take photos.
- Coordinate with Marketing/Public Relations Chair to provide details to our web site manager in a timely manner.
- Arrive at the event in a timely manner, as our volunteers will turn to you for direction.
- Manage our involvement during the course of the event to ensure we fulfill our obligations.
- Be the last SECBN member to leave the event and check in with the charity contact person before departing. Bring our banner home with you and return to whoever is caretaker for the banner.
- Coordinate with Marketing/Public Relations Chair to report our group's involvement to local newspapers and seek a news release for SECBN.
- Submit a written report of the event to the Board of Directors and report results to us at our next weekly meeting. Assess whether to participate next year.