

Job Descriptions VNLA Board and Committees

(updated 12/15/14)

Attached is a copy of the VNLA Board Job Descriptions by office and committee. It's not as overwhelming as the initial look, a lot of details are the same for each committee. Generally, each board member is responsible for a committee or program area.

We have 4 board meetings during the year:

- January 10, 2017, at the Baltimore Convention Center, the day before MANTS trade show opens (1-5pm)
- January 12, 2017, VNLA Membership Breakfast Meeting, Sheraton Inner Harbor Hotel, Baltimore, 7-9 am (before MANTS opens)
- March 1, 2017, Winter Board meeting, generally around the first week of March, mid-week, in Charlottesville or Richmond
- June 10, 2017 Summer Board meeting, at Virginia Tech in conjunction with Hahn Garden Gala
- July 20-21, 2017, VNLA Field Day/Summer Tour
- October 24-25, 2017, VNLA Strategic Planning Meeting, Charlottesville area, overnight
- November (TBA) 2017, Fall Board meeting, usually around the 3rd week in October, mid-week in Charlottesville or Richmond

We have conference calls as needed working as the board or committees.

Board members generally help with the VNLA Field Day which is usually in early-mid August.

Board members are responsible for their own travel expenses for VNLA activities. We do provide lunch at board meetings.

We are undertaking a marketing/branding program update, reviewing and update different programs, especially around certification and membership.

Introduction

The following information is compiled from past duties, current strategic planning and input from current and past board members. This serves as a guideline of what is expected in each board position in accordance with the bylaws and policy manual. Items required of each board member include:

- Attend all board meetings to the best of your ability
- Write a quarterly report for tasks in progress and accomplished for each position and committee
- Provide succeeding chairperson with a planning guide to enhance continuity
- Review the following pages periodically, but especially at the beginning and end of your tenure to update duties

President

- Attend and chair all VNLA regular and special board meetings, as possible, or delegate to another executive board officer
- Coordinate and present annual review of association management prior to the budget meeting
- Attend the annual budget meeting
- Attend local association meetings and work to encourage regular interaction
- Attend and represent the VNLA at the annual Arbor Day planting and presentation when held
- Attend and represent the VNLA at VGIC meetings when availability permits
- Attend and represent the VNLA at Beautiful Gardens® functions and meetings when availability permits
- Attend the Virginia Agribusiness Council banquet in January
- Attend Virginia Agribusiness Council meetings, along with the current Legislative Committee chair when

availability permits

- Attend the annual SNA State Officer's Conference meeting if current Vice President is unable to attend
- Participate in the NLAE (Nursery & Landscape Association Executives) Green Industry conference call
- Be the overseer of all major VNLA functions to ensure that they are implemented
- Follow-up with committee chairs quarterly to monitor progress and to see if current strategic planning objectives are being achieved
- Provide succeeding President with a Chairperson's Planning Guide for continuity
- Write a quarterly President's Message for publication in the VNLA Newsletter

Vice President

- Attend all VNLA regular and special board meetings
- Chair any VNLA meetings that the President is unable to attend
- Attend the annual budget meeting
- Attend the annual SNA State Officer's Conference meeting in Atlanta, GA
- Attend the ANLA Legislative Fly-Ins as needed
- Attend the Virginia Agribusiness Council banquet in January
- Participate in the NLAE (Nursery & Landscape Association Executives) Green Industry conference call
- Provide succeeding Vice President with a Chairperson's Planning Guide for continuity
- Write a quarterly report in conjunction with your committee for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter

Secretary/Treasurer

- Attend all VNLA regular and special board meetings
- Attend and chair the annual budget meeting
- Assist the Executive Director:
 - Collect all budget requests from board and Committees by October 1st of each year
 - Collect reports prior to each board meeting from each VNLA Committee including Beautiful Gardens® as well as local state associations, Urban Forest Council/Trees Virginia, Virginia Agribusiness Council, Virginia Green Industry Council and any other related organizations
 - Distribute agenda and reports to all board members at least one week prior to scheduled board meetings
 - Ensure the minutes of all board meetings and other official VNLA meetings are properly recorded
 - Notify all board members, other attendees and association members of all upcoming meetings
 - Set date and location for all board meetings
- Present the budget at the annual VNLA Membership Meeting and prepare a statement in writing for publication in the VNLA Newsletter and posting on the VNLA website
- Serve as chairperson on at least one VNLA Committee
- Complete an annual review of VNLA tax return and keep a recorded copy on hand for any membership or board questions
- Hold a copy of the current, signed management contract for VNLA files
- Review back-up copy of all VNLA financials quarterly
- Review SunTrust investment accounts quarterly
- Review and approve check and credit card registers quarterly
- Provide succeeding Secretary/Treasurer with a Chairperson's Planning Guide for continuity
- Write a quarterly report in conjunction with your committee for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter

Past President

- Attend all VNLA regular and special board meetings
- Attend the annual budget meeting
- Chair the Nomination Committee and determine the new slate of officers and Committee chairs for the upcoming year
- Coordinate, along with the Executive Director, the board orientation meeting
- Along with the President, ensure the strategic plan goals are being met
- Provide succeeding Past President with a Chairperson's Planning Guide for continuity

Executive Director

- Coordinate the day to day administrative activities of the VNLA
- Attend all VNLA regular and special board meetings
- Attend the annual fall budget meeting as an observer and information source
- Attend and represents the VNLA at all pertinent VA Tech functions
- Attend the annual SNA State Officer's Conference meeting along with the current Vice President
- Attend the Virginia Agribusiness Council banquet in January
- Attend the ANLA Legislative Fly-Ins as needed
- Attend MANTS and related events as determined by the board
- Attend one meeting of each regional association annually to inform the group of VNLA activities
- Attend the distribution of "green gifts" to state legislators at the beginning of the General Assembly
- Manage the VNLA booth at MANTS
- Participate in the NLAE (Nursery & Landscape Association Executives) Green Industry conference call
- Plan the annual VNLA Breakfast Membership Meeting held at MANTS
- Record the minutes at all VNLA meetings
- Update and publish the annual budget
- Collect correspondence submitted to the VNLA and distribute to appropriate board members and officers
- Collect dues from the membership
- Maintain the books of the association as directed by the current treasurer of the VNLA
- Collect archives and serve as an information source to VNLA board and membership
- Make necessary arrangements for regular and special VNLA meetings as directed by the executive board including but not limited to Field Day, Summer Tour and the VNA Research Gala
- Publish the VNLA newsletter, Growers Guide and E-News in coordination with the Communication Committee, Public Relations Committee and board of directors
- Recruit paying participants for the Grower's Guide and VNLA Newsletter and follows up with any cancelled advertiser
- Act as the editor of the VNLA Newsletter and Grower's Guide and coordinate its dissemination to the membership
- Administer the Virginia Certified Horticulturist program in coordination with the Certification Chair
- Monitor the Virginia General Assembly, along with the VAC, for matters affecting the VNLA membership and take action as necessary
- Monitor other state and/or national organizations that may have an impact on our industry
- Recruit new members and potential board members at all times
- Perform necessary additional duties as directed from time to time by the executive board
- Executive Director job description to also include all duties as listed in the current management contract

Awards

Environmental Steward of the Year

- Selected by the Environmental Affairs Committee
- Recipient will be announced each year at the annual VNLA Membership Breakfast Meeting and recognized again at the annual VNLA Field Day

Distinguished Professional of the Year

- Selected by three previous recipients and Executive Director in November each year
- In the event of a tie, the executive committee will also be asked to vote
- Recipient will be announced each year at the annual VNLA Membership Breakfast Meeting and recognized again at the annual VNLA Field Day
- Previous year's unselected nominations will receive consideration for the following two years

SNA's David E. Laird Award

- Selected by three previous recipients and Executive Director in January each year
- In the event of a tie, the executive committee will also be asked to vote
- Recipient will be announced at the annual SNA show in August

Committees

Board Governance and Nominations Committee

- Chaired by the Past President
- Attend all VNLA regular and special board meetings
- Evaluate the board Policy, Bylaws and Job Descriptions annually for updates and changes
- Strive to discover new and diverse board and committee members
- Prepare a list of prospective new board members prior to the fall board meeting and encourage their attendance to meet the rest of the board
- Announce the new slate of officers at the VNLA Annual Membership Breakfast Meeting for the annual elections
- Provide succeeding Past President with a Chairperson's Planning Guide for continuity
- Write a quarterly committee report for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter

Communication Committee

- Attend all VNLA regular and special board meetings
- Work with Executive Director to build and maintain VNLA website
- Maintain social media presence
- Identify Member Profile for quarterly publication in the VNLA Newsletter
- Perform an annual review of the newsletter and its content and layout
- Provide news worthy releases for the newsletter, membership and other garden writers
- Hold at least two Committee meetings per year
- Provide succeeding Chairperson with a Chairperson's Planning Guide for continuity
- Write a quarterly committee report for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter

Certification Committee

- Attend all VNLA regular and special board meetings
- Work to build strong partnerships with regional associations
- Compile certification information and handouts including but not limited to a brochure marketing the benefits of certification
- Distribute certification information to membership as well as at consumer events and professional tradeshow
- Assist Executive Director in coordinating regional certification classes and test dates. Ensure dates and locations are published in the VNLA newsletter as well as regional association newsletters
- Promote existing certification opportunities and develop new programs to serve VNLA membership
- Review and update the certification manual annually
- Review the “review class” procedures annually
- Hold at least two Committee meetings per year
- Provide succeeding Chairperson with a Chairperson’s Planning Guide for continuity
- Write a quarterly committee report for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter

Education Committee

- Attend all VNLA regular and special board meetings
- Approve Virginia Tech Horticulture Department’s selection of VNLA’s David E Laird Memorial Scholarship and A.S. Gresham, Jr. Memorial Scholarship recipients
- Select the recipient(s) of all VNLA Bert Shoosmith and CW Bryant Memorial Scholarships along with the Executive Director and the chair of the Public Relations Committee
- Assist in promoting current and future certification programs in conjunction with Certification Committee
- Assist in coordinating the seminars at Field Day and the Summer Tour
- Work with the Virginia Farm Bureau’s “Ag in the Classroom” (AIC) program each year
- Develop and coordinate horticulture as career opportunities at the high school, community college and university levels
- Expand and tailor educational events, programs and social events that will benefit our membership
- Hold at least two Committee meetings per year
- Provide succeeding Chairperson with a Chairperson’s Planning Guide for continuity
- Write a quarterly committee report for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter

Environmental Affairs Committee

- Attend all VNLA regular and special board meetings
- Attend industry meetings focused on environmental issues as available
- Present the “Environmental Steward of the Year Award” at the annual VNLA Membership Breakfast Meeting at MANTS
- Identify resources that are BMP-oriented and submit to the Executive Director for potential publication
- Identify and distribute information on current environmental issues, invasive plants, recycling opportunities and current BMP practices to the board and membership
- Hold at least two Committee meetings per year
- Provide succeeding Chairperson with a Chairperson’s Planning Guide for continuity
- Write a quarterly committee report for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter

Legislative Committee

- Attend all VNLA regular and special board meetings
- Attend all Virginia Agribusiness Council meetings and represent the VNLA including the Virginia Agribusiness Council banquet in January
- Attend the ANLA Legislative Fly-Ins as needed
- Coordinate and distribute “green gifts” to state legislators at the beginning of the General Assembly
- Attend state or federal legislative events and/or meetings the board of directors deems worthy
- Strive to improve lobbying efforts on behalf of the VNLA and Green industry
- Coordinate with the VNLA Executive Director to be the VNLA liaison to the ANLA on legislative functions and topics
- Update the board and membership on current state and federal legislative issues relevant to our industry
- Hold at least two Committee meetings per year
- Provide succeeding Chairperson with a Chairperson’s Planning Guide for continuity
- Write a quarterly committee report for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter

Membership Committee

- Attend all VNLA regular and special board meetings
- Establish membership goals, promotional events and ways to increase membership count
- Assist the Executive Director in coordinating the use and staffing of the VNLA booth as needed
- Conduct annual surveys of membership to gauge our effectiveness as an organization and to identify member needs
- Promote the benefits of being a member of the VNLA at all VNLA functions.
- Coordinate with the VNLA Executive Director and chair of the Public Relations committee to create and distribute printed materials relevant to VNLA membership
- Hold at least two Committee meetings per year
- Provide succeeding Chairperson with a Chairperson’s Planning Guide for continuity
- Write a quarterly committee report for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter

Public Relations Committee

- Attend all VNLA regular and special board meetings
- Chair the annual Field Day and Summer Tour with the assistance of VNLA Executive Director and all committees
- Coordinate with the VNLA Executive Director and other committees to create promotional materials needed throughout the year
- Coordinate with the VNLA Executive Director to market and produce the Guide to Virginia Growers
- Select the recipient(s) of all VNLA Bert Shoosmith and CW Bryant Memorial Scholarships along with the Executive Director and the chair of the Education Committee
- Assist the Executive Director in coordinating the use of the VNLA booth and applicable literature as needed
- Hold at least two Committee meetings per year
- Provide succeeding Chairperson with a Chairperson’s Planning Guide for continuity
- Write a quarterly committee report for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter

Research Committee

- Attend all VNLA regular and special board meetings
- Assist the Beautiful Gardens® Committee in their current research programs
- Hold a research Committee meeting each year during the MANTS show to review and select grant awards
- Coordinate with the VNLA Executive Director to request proposals from membership and educational researchers throughout the year
- Chair the Research Auction/Gala to be held during the MANTS show each year with the assistance of VNLA Executive Director and all committees
- Review quarterly the VNA Horticulture Research Trust Fund
- Hold at least two Committee meetings per year
- Provide succeeding Chairperson with a Chairperson's Planning Guide for continuity
- Write a quarterly committee report for inclusion in the VNLA Board Meeting minutes and publication in the VNLA Newsletter