



WOMEN BUSINESS OWNERS
SOUTHEASTERN MICHIGAN

Operating Policy Statements

Updated October, 2016.

In support of our mission to provide women business owners with opportunities for education, networking, referral and support, the following policies shall be in force:

Educational Speakers.

WBO shall make available educational opportunities for members in the following manner

- 1. External expert educational speakers**
- 2. Internal speakers from the membership**

Educational speakers shall be invited to General Meetings and Special Events to share motivating, inspirational, relevant and timely information of business topics that will enhance members' ability to operate and manage their business. The Program Chair will select and advise interested speaker as to the educational focus of the presentation and will make recommendations to Board for approval. Speakers may be external experts or WBO members. Frequency of appearance shall be carefully monitored to avoid repetitive programming.

Marketing Opportunities.

WBO shall make available marketing opportunities for members in the following manner:

1. Marketing through Referral

A business card exchange notebook containing business cards shall be maintained and be accessible at General Meetings for the purpose of referring members to others.

2. Marketing with Printed Materials

A Marketing Table shall be set up at each General Meeting and Special Events for the purpose of displaying members' business marketing materials.

3. Relationship Marketing

- Networking opportunities shall be made available at each General Meeting during informal *social networking time* prior to the start of the educational program of the agenda and following the program portion of the meeting.
- Networking opportunities shall be made available at each General Meeting during a designated power networking period following attendee introductions.

4. Marketing Sponsorships

- **General Meeting Sponsorships** shall be made available to members for the purpose of providing a member five minutes of face time to speak about her business to the General Meeting audience. Marketing sponsorship opportunities are limited to two sponsorships per meeting. The fee to sponsor a General Meeting is \$25 which shall be used to offset the cost of refreshments for the General Meeting.
- **Newsletter Sponsorships** shall be made available to members for the purpose of providing a member with an opportunity to highlight her business to the membership by writing a “Guest Commentary” column in the e-newsletter. The fee to sponsor the newsletter is \$25 which will be used to offset the cost of constant contact account
- **Open House Meetings** shall be offered to members for the purpose of the member hosting a monthly meeting at their office space or venue of their choice to better acquaint members and guests with their business. Open House Sponsorships are offered on a first come, first serve basis for approval by the board and not to exceed 3 in any given year. The hosting member’s business is the feature of the evening and the member host plans the evening’s agenda, except for the normal monthly business conducted by the President. The budgeted allowance for meetings is \$250. The member host may plan and spend the budgeted amount. Upon submitting an expense report with receipts, the member will be reimbursed by the Treasurer