A. **Statement of Purpose and Objectives**

1. RETA is committed to making use of the technological advances in communication that further the Association’s mission to promote the professional advancement of industrial refrigeration industry operators and technical engineers.

2. Electronic communications vehicles will be used, as appropriate to:
   a. encourage membership and participation in the Association;
   b. market the Association’s products and services;
   c. improve the quality of membership benefits while maintaining their integrity;
   d. facilitate communication among staff, the board, and members in matters pertaining to RETA business; and
   e. to promote industrial refrigeration.

3. **Website**
   a. **Purpose**
      The purpose of the RETA Website is to inform members about the goals and activities of the Association through the electronic medium of the World Wide Web. The goal is to have THE Website where members want to “check out” what is happening. The Association uses RETA.COM to market the offerings and activities of RETA to members and to the Internet public at large. The RETA website is a place for finding solutions and is designed to be useful to the reader to find resources and information related to industrial refrigeration, safety, personal development, educational opportunity, certification, regulatory initiatives, energy and other driving forces that affect the industrial refrigeration community.

   b. **Location**
      The RETA website was inaugurated in 1997 at http://www.reta.com

   c. **Maintenance**
      The staff of RETA, under the direction of the Executive Director, maintains the website.
      i. **Content**
         The Website is organized into areas of interest and activity that speak to the intended audience. Each area has subsections that expand to offerings of information and opportunity supported by RETA.

         Links to and from other websites that are beneficial to the RETA audience are allowed as deemed appropriate. An example of a link group would be RETA’s Corporate members that offer goods and services. A page could be organized that presents links to these members from a themed index. A reciprocal link from the Corporate member’s site is a requirement to this offering.
i. About RETA - Membership information, Industry news, Headquarters information, Leadership information and Governance information are found in this section

ii. Certification - Information about the examination program is found in this section. It consists of Exam Application, Pricing information, Preparation materials, Practice exam information, Test center location information, Recertification information, and an input section for reporting possible violations of RETA Code of Conduct by certified operators.

iii. Education - This section brings training materials content information, a reference page to find RETA Authorized Instructors, On-Line Training information, Training materials order forms, and a pressure/temperature chart. This section may also provide access to video clip links and interactive training sessions developed in the future.

iv. Industry Resources - This section is where the reader will access information to related publications from other groups, links to kindred organizations, a page listing providers (for example the corporate members who offer goods and services), a regulatory page with indexed links to federal and state sites, an events page where information to appropriate seminars and sessions is found.

v. RETA Publications - This section consists of a Breeze description page, a Tech Report page, the Conference Chronicle page, and a page that informs about advertising in the Breeze.

vi. Chapters section - This section provides access to a page where chapter newsletters are posted, a section where the chapter contact information is available to the reader and, guidance for establishing a chapter is available.

vii. Conference - This section provides information on the upcoming conference to the reader and provides reader’s registration forms, sponsorship information forms, program activity documents, and promotion of sponsors of recent and future conferences. Slide shows of conference activities may be found in this section.

viii. Members Only - The site is partitioned with a public section and a Members’ Only section. Members can access archived RETA Breeze issues, Technical Report issues, certain conference white papers, the RETA Organization Chart, a utility to update their information for the operative database and a utility to change their password. Other member benefits may be added to this section as deemed appropriate.

ii. Frequency

The RETA web site will be reviewed and updated at least quarterly by staff. When important information such as dues, product pricing, or program dates change, the home page will be updated as soon as possible.

d. Forum

The RETA Forum exists to:
• Encourage exchange of ideas amongst RETA members
• Communicate changes and clarifications to the members and others about RETA program and opportunities
• Receive feedback from the membership about issues and items of concern of the members.

Rules of Usage and Participation: - Participants in the forum will agree to this policy before they may post comments on the forum.

While the administrators and moderators of this forum will attempt to remove or edit any generally objectionable material as quickly as possible, it is impossible to review every message. Therefore, you acknowledge that all posts made to these forums express the views and opinions of the author and not the administrators, moderators or webmaster (except for posts by these people) and hence will not be held liable.

You agree not to post any abusive, obscene, vulgar, slanderous, hateful, threatening, sexually-oriented or any other material that may violate any applicable laws. Doing so may lead to you being immediately and permanently banned (and your service provider being informed). The IP address of all posts is recorded to aid in enforcing these conditions. Disciplinary actions may lead to execution of the RETA Code of Conduct depending on the nature of the infraction.

You agree that the webmaster, administrator and moderators of this forum have the right to remove, edit, move or close any topic at any time should they see fit. As a user you agree to any information you have entered above being stored in a database. While this information will not be disclosed to any third party without your consent, the webmaster, administrator and moderators cannot be held responsible for any hacking attempt that may lead to the data being compromised.

This forum system uses cookies to store information on your local computer. These cookies do not contain any of the information you have entered above; they serve only to improve your viewing pleasure. The e-mail address is used only for confirming your registration details and password (and for sending new passwords should you forget your current one).

By clicking Register below you agree to be bound by these conditions.

e. Mention of RETA on other websites – Facebook®, Linked-In® and other social networking media
i. Individual opinions expressed on non-RETA websites or social networks do not represent the official position of RETA. Matters expressed on these non-RETA websites that pertain directly to RETA activities or policies may be brought to the attention of the Board of Directors. If any clarification is deemed necessary, the Executive Director, as the official spokesperson for RETA, will respond utilizing the currently established communication tools of the association and will notify the website owner, as appropriate.

ii. Chapters should refrain from accepting overtures to post their meetings, newsletters, communications, membership rosters, educational sessions (printed or video/audio format) etc. on websites or forums where RETA does not have control.
Such postings can be arranged when a written agreement that defines the terms of the relationship and the boundaries of the benefit to both parties.

Care has to be taken that participation by a chapter on others’ websites can be deemed an endorsement of the business operation of the website, their services and goods. This includes comments posted on bulletin boards, Facebook®, LinkedIn® and so on. RETA exercises great caution in this regard. The primary point to be taken is this: The comments made that expresses a personal opinion of the writer can be construed as an official statement by RETA or the chapter / owner of the social network page. RETA does not endorse any particular vendor, instructor, contractor, learning center, or agency when articles or links to such resources are posted on RETA.COM. The chapters must follow the same protocol (see the rules of the forum in section 8(f).

f. Bi-directional links to / from RETA website

Corporate members receive a bi-directional “hot link” from a “corporate members” page. This is an optional benefit. Staff has responsibility to maintain the links and to periodically survey the linked sites to confirm conformity to RETA policy.

Non-Corporate members may also qualify to establish a bi-directional link to/from the RETA website under the same agreement conditions as corporate members.

g. Chapter owned websites

Chapters may own and service their own websites.

At a minimum – Chapters must follow the guidelines observed by RETA National regarding content, sales of ad space, sponsor recognition, etc.

Chapters may want to post videos of the proceedings of their meetings or other instructional sessions. Doing so is fraught with peril for the chapter, the persons involved, and for RETA in general.

RETA Counsel was consulted for policy and protection. The following is input from RETA’s attorney.

There are some considerations you will want to follow in determining whether and what to record.

- Do not tape any portion of the meeting which reflects the official business of the association. From a risk management perspective, the minutes are the only record of this you will want. Having an exact record of everything that was said by anybody would be something a plaintiff’s attorney would certainly want to have as a resource to scrutinize the association’s activities from an antitrust or other legal perspective. You do not want to create that possibility.

- Make sure you have the right to record what it is you are recording.
• Make sure the individuals who are being recorded have consented to being taped and are informed as to the nature and extent of the distribution of the recording.

• Any other potential uses of the recording should be disclosed (e.g., compilations, translations, derivative works, advertising, etc.)

• Here you need to consider not only any presenter(s) but participants as well.

• Anyone who is identifiable should manifest their consent in a way that RETA could verify if it ever had to. Make sure the presenter has the right to use all of the materials in the presentation and have them recorded.

• To the extent the presenter incorporates anything that belongs to a third party, infringement can be an issue.

• Make sure the presenter confirms that he or she will only use materials to which he or she has adequate rights.

• It’s a good idea to get the presenter to provide indemnification as to this issue so that RETA will be free from liability as to any infringement claims.

  It is also important to address how any supplementary materials (PowerPoints, notes, etc.) will be handled. Will these be posted online or otherwise distributed?

The discussion points above are introductory and give minimum guidance for appropriate administration of electronic communication practices.

Note to Board and staff:
several forms need to be developed and approved in order to protect RETA and chapters from inappropriate exposures and conduct on other’s websites and forums. This will need to be as structured and maintained as the Certification program forms.