



## **2019/2020 WIN Committee Chairs, Roles & Responsibilities**

### **CONFERENCE COMMITTEE**

*Overall Purpose: Successful execution of the annual educational conference.*

- Develop and implement the annual educational conference for WIN members within budget
- Seek opportunities to promote the conference
- Conduct the annual scholarship walk in conjunction with the conference
- Work with sponsorship committee to ensure sponsors are recognized
- Work with scholarship committee to recognize scholarship winners.
- Responsible for educational material and other conference content

Co-chairs: Kim Frasher / Liz Stein

### **EXECUTIVE COMMITTEE**

*Overall Purpose: To ensure the overall health, growth, and viability of WIN.*

- Ensure strategic plan is implemented
- Identify and explore opportunities to enhance the organization; make recommendations to full Board
- Discuss areas of concern and make recommendations for next steps
- Ensure the organization complies with all state & federal guidelines
- Coordinate & utilize information and insight gathered from other committees
- Play a role in coordinating leadership succession including WIN leadership roles and Executive Committee roster

Chair: Cheryl Boswell

### **FINANCE COMMITTEE**

*Overall Purpose: To oversee the financial affairs and health of WIN.*

- Development and recommendation of the annual budget
- Reviews programs and agreements for financial impact
- Reviews and recommends financial actions related to strategic planning activities
- Provides recommendations on investments and reserves as appropriate
- Creation and facilitation of grant applications/requests on behalf of WIN
- Administers and provides financial reporting to the Board.

Co-chairs: Trista Anger / Yen Hoang

## **GOVERNANCE COMMITTEE**

*Overall Purpose: To ensure that there is a sound governance structure in place that is in legal compliance and good standing*

- Review policies & procedures of organization to assure practicality, appropriateness for organization, and adherence to legal requirements and best practices
- Ensure on-going compliance with organization by-laws and board policies
- Hold board orientation for new board members
- Build and maintain document archives for organization
- Intellectual property registration and protection
- Ensures appropriate insurance is in place
- Develop WIN process for determining signatory authority and executing contracts (role-based)

Co-chairs: Kathy Coffey / Tanya Elkins

## **MARKETING COMMITTEE**

*Overall Purpose: To promote the organization consistency of external and internal communications and use of the WIN brand while increasing the visibility of WIN.*

- Establish consistent approval process for WIN communications
- Develop internal WIN communication pieces, including WIN News
- Develop external WIN promotional pieces and materials, including press releases and handouts
- Develop presentation template(s) and materials for members to use for outreach, awareness-building activities, and to promote WIN membership
- Manage the WIN website and direct communications to appropriate personnel within WIN
- Manage Social Media Channels
- Increase visibility of WIN within the industry
- Monitor brand identity across all facets of the organization.

Co-chairs: Jenny Anderson / Louisa Martone

## **MEMBERSHIP COMMITTEE**

*Overall Purpose: To grow and retain a diverse and actively-engaged membership, while providing value-added benefits for members.*

- Develop annual membership campaign, including material development & outreach
- Expand membership base
- Enhance member benefits for all membership tiers

Co-chairs: Jennifer Hubbard / Kathy Mello

## **MOST INFLUENTIAL WOMEN (MIW) COMMITTEE**

*Overall Purpose: To oversee the Most Influential Women program to recognize women who have enriched the industry with their leadership, vision, and commitment to excellence.*

- Ensure an unbiased selection process through consistent criteria and 3<sup>rd</sup> party resources
- Execution of the MIW Recognition during the annual WIN educational conference
- Creation of the MIW Program featuring the current year MIW recipients
- Oversees the MIW/Scholarship Mentor Program

Co-chairs: Kathy Mello, Marie Peevy

## **NOMINATING COMMITTEE**

*Overall Purpose: To execute the board candidate application and selection process.*

- Continue to refine guidelines and process for how board elections are organized and managed
- Assess organization needs and develop and implement application process for board seats
- Interview & make recommendations for vacancies on the board

Co-chairs: Cheryl Boswell / Kathy Coffey

## **OUTREACH COMMITTEE**

*Overall Purpose: To raise awareness of WIN within the Collision Repair Industry and increase membership*

- Manage opportunities for a WIN presence at industry events including WIN materials, signage, expo agreements, and staffing
- Identify and create additional opportunities to educate members or network
- Develop and support outreach materials

Co-chairs: Susie Frausto / Laura Kottschade

## **SCHOLARSHIP COMMITTEE**

*Overall Purpose: To implement WIN's annual scholarship program.*

- Review and implement the annual scholarship program
  - Add additional programs as feasible and appropriate
  - When appropriate, provide expertise and facilitating of grants for students
- Identify and create additional opportunities to educate members (or network) through WIN efforts (other than annual conference)

Co-chairs: Megan Gummer / Debbie Menz

## **SPONSORSHIP COMMITTEE**

*Overall Purpose: To strengthen relationships with existing sponsors and identify new funding sources to fulfill the WIN mission.*

- Develop annual sponsorship campaign to engage and recruit sponsors to support the organization
- Explore opportunities to enhance sponsorship benefits from support of WIN
- Ensure annual and on-going recognition of sponsors in accordance with their agreed upon benefits
- Identify new funding sources and cultivate relationships
- Explore opportunities to expand sponsorship opportunities tied to various WIN events (e.g., conference, industry outreach events, etc.)

Co-chairs: Tanya Elkins / Michelle Sullivan