

Southeast Tourism Society  
555 Sun Valley Drive; Suite E-5; Roswell, GA 30076  
[STS@SoutheastTourism.org](mailto:STS@SoutheastTourism.org) (770) 542-1523 (770) 542-1527F

Bill Hardman, President & CEO  
[Bill@SoutheastTourism.org](mailto:Bill@SoutheastTourism.org)

Chuck Bonelli, VP, Marketing  
[Chuck@SoutheastTourism.org](mailto:Chuck@SoutheastTourism.org)

Suzanne Moon, VP, Operations  
[Suzanne@SoutheastTourism.org](mailto:Suzanne@SoutheastTourism.org)

Wendy Thomas, Director of Communications  
[Wendy@SoutheastTourism.org](mailto:Wendy@SoutheastTourism.org)

Southeast Tourism Society (STS) works with and for companies with an interest in travel & tourism as a business (both B2B & B2C). We welcome membership from any organization within the travel & tourism industry – marketing, destinations, associations, attractions, lodging and service providers.

<b>TITLE</b>	Member, Southeast Tourism Society Board of Directors
<b>REPORTS TO</b>	Board Chairperson
<b>PURPOSE</b>	To serve the board as a voting member, to assist in the development of and then approve policies, procedures and regulations to govern the operations of Southeast Tourism Society, to monitor the finances, programs and performance of the organization programs and performance of the organization.
<b>BYLAWS</b>	(Excerpts) The Board of Directors shall consist of the officers: Chairperson, Vice-Chairperson, Secretary, Treasurer and immediate past Chairperson; two members from each Member State; Marketing College Provost, Chair of a standing committee not already an officer of the Society; State Travel Directors from member Sustaining States; and Society Partners.
<b>STATES</b>	Alabama · Arkansas · Florida · Georgia · Kentucky · Louisiana · Mississippi · North Carolina · South Carolina · Tennessee · Virginia · West Virginia

### UPCOMING BOARD OF DIRECTOR MEETINGS | PROGRAMS

a. BOARD MEETING & SPRING SYMPOSIUM	Mar 27-29	Knoxville, TN
b. Marketing College	May 14-19	Dahlonega, GA
c. Congressional Summit	Jun 2017	Washington, DC Area
d. BOARD MEETING	Jun 2017	Washington, DC Area
e. BOARD MEETING & FALL FORUM	TBD 2017	Location TBA

### RESPONSIBILITIES

- ♦ Set policies that ensure STS is run legally, ethically and effectively, and give the President & CEO the guidance to manage the organization.
- ♦ Approve an annual budget that ensures STS has adequate finances and money is spent responsibly. As plans are made, be sure money is available to deliver the services you have authorized, in addition to maintain routine Society operations.
- ♦ Monitor progress on the strategic plan for STS growth and development (see Pillar Committees) with a focus on outcomes rather than activity required (focus on big picture while allowing staff to manage day-to-day operations)
- ♦ Attend meetings, participate and show commitment to STS activities, i.e., define and volunteer rather than react and ratify.
- ♦ Assume leadership roles in all board activities, including fundraising and contributing skills, knowledge and experience when appropriate.
- ♦ Ensure resources are available and let staff know your skills and where you can contribute
- ♦ Represent Southeast Tourism Society to the public, businesses and your community
- ♦ Connect with state tourism offices, state-wide associations, private sector industry associations, travel & tourism businesses including major attractions, media influencers and let them know you are a board member of STS and work to engage them on behalf of STS.
- ♦ Be an advocate for membership and sponsorship for STS.

## **SUCCESSFUL BOARDS, SUCCESSFUL BOARD MEMBERS**

- ♦ Are bound by actions, even if absent;
- ♦ STS carries board liability insurance
- ♦ Avoid conflicts of interest
- ♦ Are loyal to organization
- ♦ Follow governing documents
- ♦ Don't: speak on behalf of organization without authorization
- ♦ Don't use organization letterhead for other than organization business
- ♦ Don't spend (or commit) money without prior approval

The bottom line for every board decision is this: "How will this help us serve STS members better?"

## STS PILLAR COMMITTEES

In addition to board duties each board member will serve on one of the four STS Pillar committees: Education, Advocacy, Recognition, and Networking.

Each pillar committee will be chaired by an Executive Committee member of the STS Board of Directors, or their appointed representative. Pillar committees will meet at beginning of board meeting to monitor the current strategic plan and encourage board interaction.



- a. Each board member is charged to be part of a Pillar committee.
- b. Be an effective sounding board for ideas and new programs that STS may consider.
- c. Caucus with other board members from your state and together take an active role in the healthy and sustainable growth of STS; together, you are the STS representatives in your state.
- d. Communicate to members promote STS programs and listen to member's suggestions/comments and pass them to staff; represent STS at conferences in their State (look up other STS members and talk with them as a group).
- e. Think about how pillar committee process will work best in the future – the whole idea is to create an ongoing effort to strengthen our association for the benefit travel industry professionals in the southeast.
- f. Much of what each pillar committee is doing overlaps with other pillar committees so it is important that we all work together to share our strategies.

## WHERE'S THE MONEY?

- |                        |                         |
|------------------------|-------------------------|
| – Member Dues          | – Sponsorships          |
| – Conferences          | – Corporate Partners    |
| – Marketing College    | – Preferred Advertising |
| – Recognition Programs |                         |

## BOARD MEETINGS

- Board Reception & Dinner
- Main part of meeting will be strategic discussions by pillar focused based on our plan of work. Consider capacity of staff, core capability and strategic position in deciding what to do.
- Proxy voting not allowed
- E-mail voting on rare occasion
- Meetings typically last about 3 hours

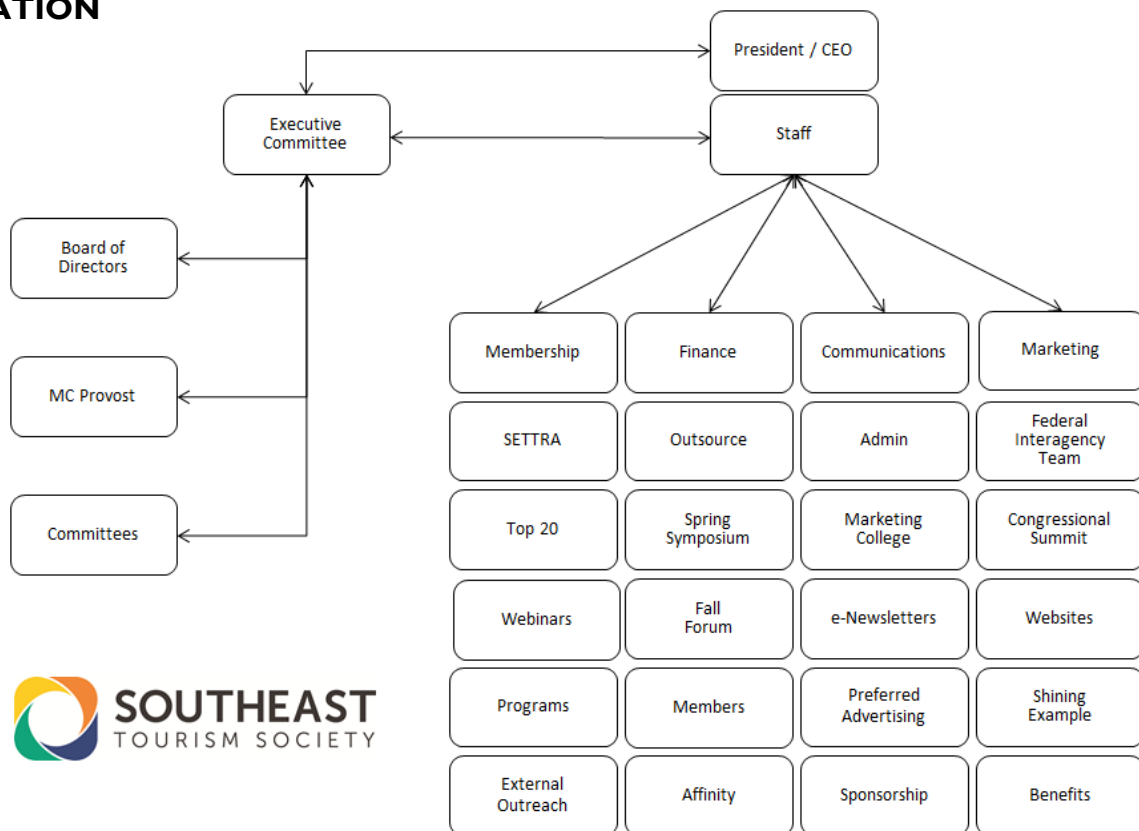
## CURRENT MEMBERSHIP (September 2016)

532 Unique Member Organizations  
 444 B2C Member Organizations  
 734 Member Representatives (Receive Mailings)  
 1,283 Member Contacts (Receive Member Emails)

STS Represents more than 27,000 tourism professionals in 12 Southeast States

	TOTAL	AL	AR	FL	GA	KY	LA	MS	NC	SC	TN	VA	WV	Other	%
<b>TOTAL</b>	<b>523</b>	<b>46</b>	<b>13</b>	<b>36</b>	<b>95</b>	<b>30</b>	<b>33</b>	<b>28</b>	<b>60</b>	<b>45</b>	<b>51</b>	<b>36</b>	<b>26</b>	<b>24</b>	
<b>B2C</b>	<b>444</b>	38	13	30	71	27	32	28	54	45	44	32	24	0	<b>84%</b>
<b>DMO</b>	<b>353</b>	31	9	26	57	21	26	24	40	34	34	27	23	1	<b>67%</b>
<b>Service Provider</b>	<b>70</b>	6	0	5	21	2	1	0	5	0	7	4	1	18	<b>13%</b>
<b>Attractions</b>	<b>71</b>	6	2	2	10	5	6	3	11	11	8	5	0	2	<b>14%</b>
<b>Lodging</b>	<b>11</b>	0	1	1	3	0	0	0	3	0	2	0	0	1	<b>2%</b>
<b>Tour &amp; Travel</b>	<b>9</b>	1	1	1	1	1	0	1	0	0	0	0	1	2	<b>2%</b>
<b>Education</b>	<b>6</b>	0	0	0	3	1	0	0	1	0	0	0	1	0	<b>1%</b>
<b>Individual</b>	<b>3</b>	2	0	1	0	0	0	0	0	0	0	0	0	-	<b>1%</b>

## ORGANIZATION



**MISSION** STS is dedicated to improving the economic vitality of the region by uniting all segments of the Travel and Tourism Industry, sharing resources, fostering cooperation, provide continuing education and promoting tourism within and to member states.

**VISION** It is our vision to create, maintain and promote a cohesive, broad based membership organization responsive to the development of travel & tourism organizations and professionals within the southeast U.S.A.

**GOAL** Creating meaningful and diverse opportunities that allow members to connect and grow professionally..

**ELEVATOR SPEECH** STS promotes tourism through education, advocacy recognition and networking, supported by marketing and professional development in 12 southeast U.S.A. states.

Membership is organizational with designated representatives. Members enjoy valuable benefits with STS programs that feature Education, Advocacy, Recognition, Networking, Marketing and Promotions. The cost of membership is affordable and the value of those dues can be realized with the benefits, activities and opportunities provided with STS. Indeed membership and active participation is a sure way to connect with our industry throughout the Southeast USA.

## **SPONSORSHIP**

Southeast Tourism Society works with and for B2B and B2C companies that have an interest in travel & tourism as a business. We feature event and annual sponsorships with competitive pricing and benefits.

Promote your company and reach the buyers of your products & services throughout the year with STS sponsorships. Benefits of sponsorship depend on level of sponsorship chosen, can be tailored to meet your goals.

Sponsors enjoy access to decision-makers in twelve southeast U.S. States representing a broad spectrum of travel & tourism entities including Destination Marketing Organizations, Attractions, Accommodations, Media, Industry Suppliers and interested individuals.

Let us EARN your support!

## **CORPORATE PARTNERSHIP**

Southeast Tourism Society (STS) Corporate Partners are vital to the financial well-being of our organization and provide exceptional reach for our members. Organization that participate in this program are important contributing partners and are granted a full voting privileges as members of our Board of Directors.

Participating partners are featured to industry organizations with the STS membership that now represents more than 60,000 employees in every segment of travel & tourism and who reach a consumer audience of over 50 million each year.

Corporate Partnership with STS includes multiple advertising and promotion opportunities and a unique partnership presence. STS partnerships are designed for an initial term of three years, with annual renewal thereafter. The value of benefits, advertising; partnership exposure and intangible of this partnership is more than \$120,000.

**Corporate Partners Support Southeast Tourism Professionals & Organizations**  
*We encourage you to thank and solicit the services of these generous corporate sponsors.*

