

Atlanta Sales & Marketing Council (SMC)

Board Overview

Objectives:

1. To associate people who participate in the sales and marketing of new homes and who are accredited members of the HBA for the purpose of mutual professional growth, cooperation, camaraderie and the exchanging of ideas.
2. To promote professional standards and ethical practices among the membership.
3. To provide programs for the education and entertainment of the membership, the encouragement of networking, and the expansion of the membership. Such programs will be self-sustaining unless a prior indication of financial support is made by the Board of Directors.

Structure of Board:

- 10 Board Members + 4 Executive Board Members (Chairman, Vice Chairman, Secretary Treasurer & Parliamentarian)
- 5 Committees with 2 Co-Chairs serving on each committee

General Board Responsibilities Include:

- 2 year elected term for Board Members/ 4 year term for Executive Board
- Attend all SMC calendar events:
 - 3 Educational Program Meetings
 - 2-3 Social Events
 - Silent Auction/Holiday Party
- Attend all board meetings/conference calls (10 a year)
- Help secure annual SMC/OBIE sponsors and event sponsors
- Serve on a committee and fulfill the duties of that committee

Committees:

- *Communications Committee* – Responsible for posting content and taking photos for all social media outlets, creating event flyers, writing 4 short quarterly articles for the Atlanta Building News Magazine.
- *Special Events Committee* – Help plan the 2-3 social events a year + Bus Tour + the Silent Auction event including item donation.
- *OBIE Committee* – Assist with collecting entries, securing sponsors, judging process and planning the Awards Gala.
- *Programs Committee* – Help plan 3 educational program meetings & quarterly CE classes – ie. topic, venue, speaker
- *Membership Committee* – Retain and recruit members. Make monthly calls, follow ups and connect with members.

Questions?

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