

# Executive Handbook

## Welcome and Overview

Congratulations on your election to the OREIO Executive! You are now one of eight members who will determine, plan and execute the course for OREIO meetings for the next year. As you begin your new role, you should be thinking about what you want to accomplish, both personally as well as the function of the executive team, over the next twelve months so that you can put your intentions into action. We strongly recommend that you look at what was achieved and/or covered over the last year and build on that to meet the members' needs. Feel free to ask the outgoing Executive members about their experiences and challenges so that you can better prepare for the year ahead. It might also be valuable to familiarize yourself with the feedback that was generated in the previous year to gauge the areas of interest for the membership at large.

## OREIO's Mission

OREIO's mission as a non-profit organization is to provide education, networking, and support to new and experienced Canadian real estate investors in the Ottawa and surrounding areas.

## The Executive's Mission

Your Mission as a member of the Executive is to provide value and service to the Members in order to grow the membership and to keep existing Members coming back every month. Your job is not about filling two and a half hours every month; your job is to educate and to inspire. In order to do this you must plan your meetings and choose your speakers very carefully.

Both seasoned and new investors alike require professionalism and substantive content to keep coming back. Treat and run OREIO like a business and keep your customers in mind when making decisions.

## Commitment and Accountability

The Executive typically meets one week after the Members' meeting to plan the meetings for the coming months. As an Executive member, you are expected to attend **all** of the monthly Executive meetings as well as the regular Members' meetings. We understand that scheduling conflicts and/or illnesses occasionally intervene, however if you miss more than two meetings, the Executive may ask you to step down if they feel that your work is not getting done and/or your absences are unreasonable. Such a decision would only occur as a result of a vote by the remaining Executive. Their decision is binding.

Everyone on the Executive has a job to do and as a member you will be expected to fulfill your duties on a timely basis according to the decision of the Executive as a whole. The Executive members are expected to be committed and accountable both to the Executive and to the organization as a whole.

## **Benefits**

As a member of the Executive, you receive free membership for every month in which you serve. The Executive as a group may also go out for a reasonably priced dinner paid for by OREIO at the end of their tenure, budget permitting.

## **Common Executive Responsibilities**

### Initial handoff

- See individual roles & responsibilities
- Understand the confidentiality of the members' information
- Set goals for the new Executive team for this term
- Set a new yearly budget for the new Executive team according to their goals
- Set dates for all Executive meetings (June – May except July and August)

### During the month

- Ensure action items from Executive meeting and members meeting are taken care of
- Prepare for next meetings
- Ensure that each Executive member is fulfilling their responsibilities in their individual roles

### During the Exec meeting

- Attend all meetings throughout the year
- Provide update on action items
- Participate and share thoughts in all aspects of the Executive

### During the members' meeting

- Attend meetings and interact/socialize with members
- Introduce yourself and welcome new members
- Assist with set up

## **President**

The President is responsible to lead the executive as a whole, and to lead each Members meeting. The primary job of the President is to create a vision and a business plan for the organization, and to ensure that the plan is executed. The President works closely with all of the Executive members to ensure that everyone is on-track and that the group is progressing towards its goals. The President must both keep an eye on the big picture as well as the details in order to meet OREIO's objectives.

### Initial handoff

- Move SNR (single number reach) # to the new president
- Change signing authority at the Bank in conjunction with the Treasurer
- Provide instructions on how to receive emails from [president@oreio.org](mailto:president@oreio.org)
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- Share annual business plan process
- Review process and documentation for the May elections
- Pass on the Members' Meeting Agenda Template
- Pass on all relevant documentation (past meeting minutes, past Members' meeting agendas, business plan, relevant emails regarding outstanding issues, etc) from past years to the new President
- Discuss new Exec photos and bios to be done prior to the next meeting

#### During the month

- Handle Incoming calls and e-mails from potential members
- Create agenda for the meeting ( add Template )
- Lead the building and execution of the Business plan ( Surveys, Baselines, Development of new processes, tracking progress )
- Send a monthly update of the meetings to members " Coming up This Month!" one week prior to each meeting
- Prepare discussion topics for the members' meeting
- In your absence, select and teach a back-up to fulfill your duties during the month. Ideally this should be the Vice President.
- Prepare for next meetings

#### Prior to the Exec meeting

- Ensure that the agenda is created and is forwarded at least a few days before the meeting

#### During the Exec meeting

- Run the meeting
- Review business plan and discuss if we are on target
- Sign cheques
- Review bank account records
- In your absence, send your update to the VP or appointed Chairperson and instruct all absent executive members to do the same.

#### During the members' meeting

- Follow "Meeting Set-up Procedure" (template included in Appendices) to ensure Executives are in place and that everything is prepared prior to the meeting
- Lead the meeting
- Encourage new members to sign up that night by communicating the benefits (i.e. what's in it for them)
- In your absence, request the VP to lead the meeting. Share the meeting agenda template and review discussion topics for that month.

### **Vice-President and Privacy Commissioner**

The Vice President is responsible to replace the President should they be unable to fulfill their roles and responsibilities. As well, the VP is responsible for the following

1. Find and negotiate service provider discounts for the Member Discount Program.
2. Act as the Privacy Commissioner to the organization.

3. Monitor postings to the website forum to ensure that the forum is being used appropriately. Abuse issues should be discussed with the President and dealt with.
4. Run the Door Prize portion of the Members' meetings
5. Find Sponsors for each meeting

#### Initial handoff

- Meet with previous VP to ensure roles and responsibilities are clearly understood
- Understand where private documents are held
- Review of specific document locations from Membership and Treasurer
- Clearly understand what the Member Discount Program is and which companies participate
- Understand responsibility as the Privacy Commissioner of the organization
- Participate in setting goals for the new Executive team for this term

#### During the month

- Find Sponsors for meeting (See Appendices for Sponsorship Guidelines.) Use money from Sponsors to buy food for meetings
- Participate in the building and execution of the Business plan ( Surveys, Baselines, Development of new processes, tracking progress )
- One week prior to Members Meeting, send e-mail to membership soliciting Door Prizes and presenters for the Members Meeting
- Members need to have informed you prior to the meeting that they will be offering door prizes. It is your responsibility to ensure that Door Prize presenters are offering **Canadian Real Estate related services and products ONLY.**
- Monitor and review if any procedure may need review for privacy
- Perform a regular question audit (minimum annually) to ensure processes that may have changed are still meeting privacy guidelines
- Raise any concerns about Privacy to the Executive
- In your absence, select and teach a back-up to fulfill your duties during the month.
- One of the major responsibilities of the VP is obtain service and product discounts for the Membership.
- Prepare for next meetings

#### During the Exec meeting

- Provide update on progress of discounts for membership
- Bring new privacy concerns to the Executive with recommended solutions
- Take areas of concern offline to ensure they meet privacy rules and report back to Executive
- In your absence, send your update to the President or appointed Chairperson.

#### During the members' meeting

- Arrive by 6:15pm and follow "Meeting Set-up Procedure" (template included in Appendices)
- Be positioned at door to Meeting room to verify that Members have a valid membership card
- Introduce Sponsor and encourage guests to visit their table
- Facilitate the Door Prize portion of the meeting
- Provide regular monthly update of current discounts available to membership and advise of new additions

- Communicate Privacy policy of OREIO to Membership

## **Treasurer**

The Treasurer is responsible for the Finances of the organization. They handle receipt of all income from membership dues, and are responsible to pay all expenses. They are responsible for preparation of the annual budget, with the help of the Executive committee, and ensure that the budget is adhered to.

### **Initial Handoff**

- Transfer cash box and files to new Treasurer including payment records for past year for membership.
- Transfer keys for Mailboxes Etc.
- Transfer service for Mail Forwarding
- Assist with changing signing authority (Scotiabank, Merivale and Meadowlands)
- Discuss role and filing system.
- Understand the confidentiality of the members' information
- Help set goals for the new Executive team for this term
- Transfer Quickbooks files and explain set up (Quickbooks was purchased in February 2010)
- Reset PayPal passwords and update contact details

### **During the month**

- Ensure that all bills, bank statements, membership renewals and other items are received and dealt with in a timely manner.
- Prepare cheques to pay bills for the President to sign at the exec or members' meeting
- Keep records of income and expenses.
- Forward new/renewing member information to Membership.
- Transfer Pay Pal balance to the OREIO bank account once a month
- Reconcile Bank balance.
- Ensure that the cash box contains an appropriate level of small change
- Update Budget
- Ensure action items from Executive meeting and members meeting are taken care of.
- Prepare for next meetings
- In your absence, select and teach a back-up to fulfill your duties during the month

### **During the Exec meeting:**

- Be ready to comment on the financial feasibility of proposals
- Take-on action items as appropriate and feasible.
- Provide update on action items
- Provide an update on the budget/financials to the executive - provide print copy to each executive at meeting
- In your absence, please forward your update by e-mail to the President or appointed Chairperson.

### **During the Members' meeting:**

- Arrive by 6:15pm and follow "Meeting Set-up Procedure" (template included in Appendices)

- Assist Membership Executives by accepting cash and cheques and writing receipts for new members signing up.
- Communicate financial/budget information on an annual basis (at a minimum )
- In your absence, select and teach a back-up to fulfill your duties at this meeting

### **Secretary**

The Secretary is responsible to organize, coordinate and manage the Executive meetings and to record the minutes of each meeting.

#### Initial Handoff

- Transfer minutes (electronic) from previous year to new secretary
- Share overall availability and contact info template of the executive team for the executive meetings
- Solicit all Executive and select best night of the week for Executive Meetings so the dates can be set in advance.
- Book the location for the Executive meetings for the year immediately
- Book the room for the Members' meeting for the year immediately
- Compile and distribute a list of contact information for the new Executive members

#### During the month

- Keep track of issues that need to be discussed at next executive meeting
- Type minutes from executive meeting and send out to executive for review within 5 days of executive meeting
- If you were absent for the executive meeting, follow up with them to ensure the minutes are sent out
- Ensure that all action items from previous Executive meetings have been completed.
- Solicit Executive for items to be discussed at Executive meeting to include in agenda
- Send out email reminders for executive meetings one week prior to meeting

#### During the Executive Meeting

- Provide agenda for meeting
- Help keep discussions on track and on time.
- Review Action Register items from previous executive meeting
- Take minutes of meeting
- In your absence, select and teach a back-up to fulfill your duties at this meeting

### **IT Specialist**

The IT specialist is responsible for maintaining, updating, and creating content for the OREIO web site. In addition, the IT specialist is responsible for additional activities relating to computer systems such as managing the FTP site, and email accounts. The IT specialist works with the executive team to define requirements for the website and ensures that they are implemented according to the priority set by the executive. The goal of the webmaster is to work with the executive to make the web a useful

resource to its members, and to provide a method to attract new members to the group. The IT specialist is also responsible for the Audio/Visual equipment which is used at the Members' meeting.

#### Initial handoff

- Provide information on the following:
  - How to access the management console for the OREIO web site
  - How to manage the executive email accounts
  - How to access the secure area for executive documents
- Change all passwords:
  - Change email account passwords and notify the new executive
  - Change FTP account password
  - Change secure area for executive password
- Review the current list of requirements with the new Webmaster and clarify any questions they may have.
- Provide the list of websites where OREIO is being promoted and ensure the information is up to date. The President's name is usually there
- Ensure that the President has a copy of all passwords etc. for the website, in the event they are required.

#### During the month

- Document web site requirements based on input from the OREIO executive and membership. Requirements should be clear, detailed, and prioritized.
- Maintain the website, ensuring its availability, and that the regular, monthly content is updated within a reasonable timeframe. This would include items like: date, time and location of next meeting, details of the meeting presenter as well as photos and presentations from the previous meeting for the members' only section
- Implement new functionality as specified in the requirements and according to the priority.
- Seek opportunities to utilize volunteers or other resources to accomplish the objectives of the group. This can include outsourcing some activities to 3<sup>rd</sup> party people if we lack the skills and time to accomplish the work and if approved by the executive.
- Manage the OREIO cloud services used as a secure method to share information among the executive, and manage the executive email accounts.
- Provide technical guidance and assistance to the executive.
- Coordinate with the Speaker Coordinator to ensure that Speakers Bios and meeting content are updated. Ideally, at minimum 2-3 months of Future Meeting content should be posted on the website.
- Ensure that all action items from previous Executive meetings have been completed.
- In your absence, select and teach a back-up to fulfill your duties during the month.

#### During the Exec meeting

- Track web site usage and report this back to the executive. This will include metrics like: number of unique visitors, most frequently visited pages, bandwidth utilization, etc.
- Forward web site usage stats to the Executive
- Review changes to the web site implemented since the last meeting

- Discuss existing and new requirements for the web site and agree on the priority of their implementation.
- In your absence, please forward your update by e-mail to the President or appointed Chairperson.

During the members' meeting

- Talk to members about web site requirements and what they are looking for as a resource.
- Set up A/V equipment for the meeting. Ensure that it is ready by 6:30 pm.
- Immediately after the Members' meeting, obtain any electronic files from the Speaker. Coordinate and ensure they are posted to Members Only portion of the website within 5 days of the meeting.

### **Privacy Officer**

This role was amalgamated with the VP Role as a result of a decision made by the Executive of 2009-2010.

### **Speaker Coordinator**

The Speaker Coordinator is responsible for securing the speakers for the Members meeting. Along with the help of the President and the rest of the Executive Committee, they will select topics of interest for the year, and will secure qualified, Canadian content, real-estate related speakers. The Speaker Coordinator must connect with speakers well in advance to ensure that speakers are secured for the year and to ensure that the content of the presentations is focused on education and not sales. They must also communicate every month or so with "future" speakers to keep them warm. Assist in copying presentations, etc.....

Initial handoff

- Review the list of past speakers
- Review planned speaker for June meeting (as selected by previous Executive) and make connection (Review Speaker planning ( at a minimum booked 2 months in advance) and guidelines
- Review Speaker Spreadsheet
- Receive document on how to present and thank a speaker (included in Appendices).

During the month

- Immediately following Members meeting, write hand-written thank you card to the speaker for the previous month and share with them any positive feedback we received. Although past Executive committees attempted to systematize, a handwritten note is preferred.
- Immediately following Members meeting, provide Webmaster with copy of any electronic files used by speaker. These should be posted to Members Only Forum.
- Request short BIO from all speakers (preferably 2-3 months in advance of speaking)
- Send BIO to Webmaster for posting on the website advertising speaker 2-3 months in advance of meeting
- Confirm if speaker has any specific speaking or equipment requirements



- Confirm date/time with speaker four weeks and two weeks in advance of the meeting
- Ensure the speaker has directions to the meeting. Have cell phone of speaker and ensure you have ability to contact at last minute.
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- Ensure that all action items from previous Executive meetings have been completed.
- In your absence, select and teach a back-up to fulfill your duties during the month.

#### **During the Exec meeting**

- Provide an update on confirmed speakers and coordination of upcoming events
- Communicate feedback from past meeting with Executive.
- Request ideas for future speakers, brainstorm executive for ideas
- Obtain agreement on speaker topics and/or speaker names
- In your absence, please forward your update by e-mail to the President or appointed Chairperson.

#### **During the members' meeting**

- Arrive early to ensure room set up as required by speaker.
- Ensure required equipment is in the room and set up at least 30 minutes prior to the start of the meeting.
- Review with the speaker the total time they have and how you plan to communicate to them to speak louder and to know when they have 10 min left.
- Network with the speaker prior to the meeting and introduce him/her to other Executive and members.
- Introduce the speaker
- Thank the speaker after their presentation and refer to a few key points in their presentation.
- Remind the speaker we would like a copy of their presentation for our members only section (in private)
- Feedback Forms – Past experience has found that more forms are filled out if you allow time during the meeting to do so. This should be done after ALL the speakers have presented, and before door prizes, etc. are done.
- In your absence, select and teach a back-up to fulfill these duties
- LIST MEETING REQUIREMENTS – 3 jugs of water on tables, coffee, tea, etc.

#### **Publicity Officer**

The Publicity Officer is responsible to market the meetings to grow the membership. In the past, Executives have found it helpful to market via free newspaper announcements and online. As well, the PO is responsible for any and all marketing collateral to promote the organization. The PO is responsible for the OREIO signs.

#### **Initial handoff**

- Review the existing marketing plan
- Explain all related files and documents
- Create new marketing plan based on executive business plan for coming year

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#### During the month

- Immediately following Members' Meeting e-mail Guests to thank them for attending meeting and personally invite them to join the Membership (Ask for the sale!)
- Execute the marketing plan
- Define tasks and projects to outsource
- Work with webmaster to implement online portion of the plan
- Research upcoming target rich environment and send an OREIO Executive member to attend
- Speak to other groups to cross-promote
- Ensure that all action items from previous Executive meetings have been completed.
- In your absence, select and teach a back-up to fulfill your duties during the month

#### During the Exec meeting

- Update team members on project status and costs
- Get approval for any changes to the plan

#### During the members' meeting

- Set-up Meeting Signage
- Explain any changes to website as a result of the marketing plan
- Explain new promotional methods being used
- Retrieve and store meeting signage

### **Membership Coordinator**

The Membership Coordinator is responsible to assist Members with registration issues. As well, they are a key player at the Membership Meeting where they accept registration or renewals of Members, register and accept payment from Guests.

#### Initial handoff

- Review Membership Roles and Responsibilities
- Orientation to various Membership documents on Executive ftp site including:
  - Membership list
  - Email scripts
  - Membership Application
  - Guest sign-in forms
  - Membership card template and process
- Review Privacy Policy guidelines when working with the confidential info in our membership list
- Select a helper to assist at Members' Meetings with Guest Registration

#### During the month

- Update Membership List with new member information
- Create new member cards prior to next OREIO meeting
- Track members with lapsed membership and email a reminder to re-subscribe
- Email members:
  - New members
  - Membership renewals

- Membership inquiries
- In your absence, select and teach a back-up to fulfill your duties during the month

During the Exec meeting

- Provide updated membership numbers
- Make suggestions on improvements to increase and maintain membership
- In your absence, please forward your update by e-mail to the President.

During the members' meeting

- Arrive 45 minutes prior to meeting to set up
- Greet members as they arrive to the meeting
- Ensure helper is in place to assist with Guest Registration and payment
- Ensure VP is in place to verify that members' entering the meeting room have their Membership card
- Check members and guests into the meeting
- Select the winner for the Members' Reward for inviting someone new to the meeting
- In your absence, select and teach a back-up to fulfill these duties

The Executive Handbook was created by the 2009-2010 Executive.