



PEMAC Asset Management Association of Canada
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Chapter Guidelines / Terms of Reference

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What is a PEMAC Chapter?

Chapter Mission and Purpose

PEMAC is a national not for profit association enabling excellence in maintenance, reliability, and asset management through collaboration, applied learning, and leadership.

Chapters are encouraged to contribute to the development of a national Chapter development plan that aligns with the goals of the national PEMAC strategic plan:

- Expand our strength in maintenance and reliability management
- Raise awareness for the professional field of asset management
- Grow the capacity of PEMAC to support our vision
- Broaden community engagement through “connect, learn and contribute”
- Set high standards for asset management excellence in Canada

... and to develop a supporting plan for their region. For example under ‘Broaden community engagement through “connect, learn and contribute”’ the Chapter Executive team might plan:

- Quarterly events in their region to unite the members of their region
- Visits to businesses that would benefit from involvement with PEMAC
- Participation at like-minded events

Under ‘Grow the capacity of PEMAC to support our vision’ the chapter team might:

- Encourage their members to develop papers or presentations for sharing on the “Shared Learning Library”

Chapter Maintenance

A PEMAC Chapter would be considered successful if the Chapter’s Executive Committee achieves the following:

- Meets at least 4 times in a Calendar year
- Sends a representative to each national Chapter Presidents’ meeting
 - Once per year at MainTrain (can join online)
 - 2nd time per year online
- Submits an annual plan which covers July - June period to the National Chapter Lead by May 31st
- Holds at least 2 events open to all members, and the PEMAC interest list in the region in a calendar year



- For those Chapters who maintain a bank account:
 - Provides a profit and loss / balance sheet to June 30th (by August 31st) each calendar year

Setting up a new Chapter

The Chapter Application

Members may request the formation of a new Chapter of the Association by submitting an *Application for Chapter Status* form (Appendix A), as prescribed by the Board of Directors. These applications shall be reviewed by the Board of Directors or a committee appointed by the Board for that purpose. The form and content of the application shall be determined by the Board of Directors.

Members of the Association may not represent themselves as a Chapter of the Association until they have received formal notice from a representatives of the PEMAC Board of Directors of acceptance of their Chapter application. This form will identify the (geographical) name of the Chapter and the date of its inception. Approved Chapters shall be known by the designated (geographical name) Chapter. To provide for the orderly growth of Chapters, the Board of Directors shall have the right to change the names and boundaries of existing Chapters.

A minimum “Executive Committee” comprised of a President, Secretary, and Treasurer is essential for startup and may be formed by volunteers from the Chapter area. The signatures of these three individuals may be included in the list of five supporting PEMAC members on the *Application*.

Recommended tenure for Chapter offices is 2 years. The Chapter should review the anniversary dates of each position annually and form a turnover plan. When there is a vacancy (someone resigns or a position is about to expire) a search for a new member will begin. If $\frac{2}{3}$ of existing chapter leadership agrees on a candidate, an appointment can be made for a new tenure of 2 years. If there are not 3 existing chapter leaders, the appointment should be approved by the Board of Directors.

The PEMAC office tracks start and end dates for Chapter volunteers. If you keep the events coordinator informed of any changes, the PEMAC CRM system can be set up to generate annual reports with the required data.



Chapter Membership

Any PEMAC member who lives in the geographic area defined as part of an approved chapter will be assigned to the chapter. PEMAC will transfer a percentage* of membership revenue generated from that region with approved and active chapters for use in their projects and activities.

Chapter activities may be advertised to a list beyond the specific geographic region defined to the Chapter and to the full PEMAC “opt-in” interest list if anyone could participate (online activities). Everyone on the activity invitation is not necessarily considered a member of that chapter.

When the Chapter plans an event for which they want to charge a registration fee, they are encouraged to define member and non-member rates for participation so that Chapter activity becomes a member benefit.

*Transfer % to be determined by the Board of Directors each year

Chapter roles and responsibilities

Role of the Chapter Executive Committee

Each Chapter shall be directed by an Executive Committee consisting of five chapter offices: Past President (except for the first year), President, Vice President, Secretary, and Treasurer.

The Executive Committee may appoint such other non-voting members to serve on the Executive Committee as the business of the Chapter may require, each of whom shall serve for such period, have such authority and perform such duties as the Executive Committee may determine.

Only officers have voting privileges. Only PEMAC members may serve as Chapter officers or as members of the Executive Committee.



Chapter Support

- 1) PEMAC Communication / Collaboration Tools “IT” support
 - a) Chapter web page with simple URL (ie www.pemac.org/alberta)
 - i) Team photos - send to events@pemac.org
 - ii) Email list sign up link on the chapter page
 - iii) Chapter News - Send news items to events@pemac.org
 - b) Email address to match the title selected eg. alberta@pemac.org
 - i) Guidance for expectations of using the email address
 - (1) You can forward to your personal email address to become aware of emails
 - (2) Please send responses out from the Chapter address rather than any personal email addresses
 - (3) Use PEMAC email address only for PEMAC business
 - (4) Delete spam and irrelevant emails
 - (5) Do not delete any other Chapter correspondence
 - c) Training on the tools available in G-Suite Apps. Contact events@pemac.org
 - d) File sharing and access to Chapter Folders
- 2) General information about contact lists:
 - a) Collect names and emails at Chapter events and send to events@pemac.org
 - b) If you want to promote that people can get CPD points for attending your events, be sure to take attendance and send to events@pemac.org . Indicate which attendees would like certificates of attendance.
- 3) Conflict of Interest Disclosure Form for the leadership team
 - a) All new members of the leadership team must read the conflict of interest policy & affirm their compliance by completing the conflict of interest disclosure form within 30 days and annually thereafter. Links to the policy are available on the Member page when members sign in. The national office will send periodic compliance reports to the Chapter President and invitations directly to volunteers to renew the disclosure information.
 - i) [Conflict of interest policy](#)
 - ii) [Proactive disclosure form](#)
- 4) Chapter Formation Announcement
 - a) Once the web page is set up we will announce the Chapter in the weekly news
 - b) PEMAC will write a Press Release that the Chapter can leverage in their own market
- 5) Who to contact at PEMAC - events@pemac.org
- 6) Chapter will assign a single point of contact with events@pemac.org
- 7) Events - contact events@pemac.org to discuss the following items around events:
 - a) Charging Fees for events
 - b) Site insurance for events



- c) Speaker permission for post-event sharing of content
- d) Signing authority for any contracts held in PEMAC's name is the Executive Director. Forward requests through events@pemac.org
- e) Events page - Send required info (standard form is available) to events@pemac.org
- f) Email blasts - Send required info to events@pemac.org with above. National office will set up blasts and reminders.
 - i) With > 1 month notice we can send 1 invitation and 1 reminder to Chapter interest list
 - ii) 1 reminder to registered attendees on day before the event
 - iii) Post event:
 - (1) Attendance list sent to events coordinator. Attendance will be updated in the system. This can facilitate CPD certificates of attendance.
 - (a) Those who attended get .ppt presentation (with permission from the speaker) + Survey Monkey questionnaire
- g) Promotional collateral: Business cards for officers, brochures, roll-up banners, PEMAC branded table cover. These are all available by request.
- 8) Marketing Support

There are many promotional channels available to PEMAC and its Chapters. PEMAC is also developing resources, such as Chapter guidelines, PEMAC brand guidelines, as well as improved procedures to better support Chapters in their own marketing efforts.

 - a) Available Promotion Channels.
 - i) Social Media (Linkedin, Facebook, Twitter)
 - (1) promoting Chapter Events and Initiatives (Marketing team can assist with the creation of the LinkedIn event Page, however questions posted by attendees of the event are to be addressed by the Chapter hosting the event).
 - ii) Press Releases
 - (1) significant Chapter news can be amplified through national press releases. These can include Chapter milestones, member accolades, reports on events, and other noteworthy Chapter developments.
 - iii) PEMAC Website
 - (1) Chapter news items, blog posts, and listing of Chapter events on the website.
 - iv) Email blasts to our subscribers
 - (1) A list of events is included in our weekly newsletter. Posted events appear on this list immediate and will be included in the Friday following the event being posted to the PEMAC website. A special



call-out can be included in the weekly Friday eblast to draw attention to initiatives or news

(2) *Chapters are also encouraged to keep in contact with the members through their own channels with more locally relevant information regarding opportunities to connect, learn, and contribute with the Chapter and PEMAC as a whole.*

v) Exhibits at Conferences

(1) PEMAC can provide brochures and other resources to Chapter members who want to represent PEMAC at a like-minded event such as a conference, or networking event.

vi) Paid Promotion Options

(1) Where needed and depending on budget requirements and availability, PEMAC Chapters can take advantage of paid marketing opportunities..

(2) If there are plans to engage in any paid promotional activities please contact marketing@pemac.org for assistance as soon as possible.

9) Information banking / funds

a) Each new chapter will receive \$500 startup credit

b) New chapters will use financial management support from the national office (we will tag and track specific chapter revenues and expenses and provide regular reports). Independent chapter bank accounts will be discussed on a case by case basis for new chapters.

c) Existing chapters having bank accounts can continue. Year end financial reports are required by the national office within 60 days of year end. Year end is June 30th, so reports due by August 31st.

d) Coordination assistance from the national office will be time-tracked. Anything over \$500/year (this is in addition to the \$500 startup credit) will be charged back to the Chapters at cost at year end.



Chapter Operations

Meetings

Executive Team Meetings

The Chapter Executive Committee is encouraged to meet monthly and must meet at least 4 times per year to plan for Chapter development and for Chapter events.

Slide Branding, Copyright, for Chapter Events, Webcasts etc.

The Chapter will follow copyright laws.

The Chapter will follow PEMAC branding standards (to be published) on external communications & event slide templates.

Benefits of Chapter Development and Promotion

Volunteering to help develop and promote a professional association is selfless kind of work. That's not to say that there are no benefits. You get a chance to engage regularly with the kind of people who are interested in encouraging continuous improvement of themselves, their coworkers and their organizations. You get to meet the "thought leaders" in your region and further away. Through this work you will also stand to be recognized for the contributions you are making.

MainTrain Promotion Incentive - Group discounts for MainTrain

5 or more Chapter members who sign up for MainTrain together will get a price equivalent to the Early Bird member rate discount +10% (\$1365 - 10% this year = \$1228.50). The rate is not dependent on the date of registration. Chapter leader who is doing the recruiting contacts events@pemac.org with 5 or more names and requests the discount code for their group. Then the individuals register themselves. This rate is equivalent to the MainTrain Committee Member rate for the conference.

Dissolution

In the event that a Chapter is dissolved, all funds, assets, and records shall be transferred to the Association. It will be the responsibility of the Chapter President to ensure.



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Interpretation

Questions about interpretations of any of these items should be referred to the Executive Director who will document responses in “Appendix 2 - Q&A” and will consult with the Board of Directors as necessary to refine and update this document.



Appendix A - Application for Chapter Status

Date		
We, the undersigned, request approval to establish a new Chapter of PEMAC. We express our knowledge of the Chapter Guidelines / Terms of Reference and agree to comply with them.		
PRESIDENT:		
	Printed Name	Signature
SECRETARY:		
	Printed Name	Signature
TREASURER:		
	Printed Name	Signature
List of supporting PEMAC Members:		
	Printed Name	Signature
	Printed Name	Signature
	Printed Name	Signature
	Printed Name	Signature
	Printed Name	Signature



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Appendix 2 - Q&A

Question: When the Chapter has undergone a change to its leadership team how do we communicate that to make it official and to have the new team listed on the website etc?

Answer: When there is any turn over in Chapter Leadership please send an email to events@pemac.org with a cc to executive.director@pemac.org include the **name**, **role** and **start date** of each in the newly appointed leadership team and the **name** and **end date** of each whose terms have ended. For any new people a head shot is great for the website but please don't wait until you have it. The staff will update the information on the website and will bring it forward to the Board of Directors.

Question: About finances. What is the % of membership fees set at presently?

Answer: As of this writing the Board of Directors has not formally voted on it but the Treasurer intends to recommend 0% revenue share on membership fees for now. In lieu of this the national office is providing website hosting, events registration and credit card processing capability, email list management, events coordination (up to \$500) and social media marketing support.

Going forward the national office will return revenues collected from chapter events monthly.

If there are specific proposals or requirements for funding for chapter initiatives the Board of Directors is certainly open to hearing about them.