

# GRAND STRAND BRITISH CAR CLUB POLICIES & PROCEDURES MANUAL



Revised and Approved by the Board of Directors 20-Jan-2024

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## **PREAMBLE**

The intent of the Policies and Procedures Manual (also referred to herein as “P&P” or “this manual”) is to compile into a single reference source all of the approved working policies and procedures of the Grand Strand British Car Club (also referred to herein as “GSBCC” or “the club”) that are not already set forth in the GSBCC By-Laws.

This manual provides the benefit of consistency and ease of use by the club’s administrators (elected Officers and appointed Committee Chairs) to effectively conduct the business of their position. This manual also provides an easy transition for future Officers and Committee Chairs to quickly assume their new positions.

This manual is not intended to be rigid but rather to be a working document with changes and additions made as policies and procedures are devised, discussed, refined, and approved by the Board of Directors.

The Addenda section of this manual provides a repository for How-To Procedures formulated by Committee Chairs which do not otherwise need any formal policy oversight or approval by the Board of Directors.

## **ADVERTISING AND SPONSORSHIPS**

## **ARCHIVES**

Club Monthly Meeting Minutes

BOD Meeting Minutes

Britfest Meeting Minutes

## **AWARDS**

## **BOARD OF DIRECTORS**

### Membership

“The Board of Directors, hereinafter referred to as BOD, shall consist of the President, Vice President, Secretary, Treasurer, Newsletter Editor, Membership Chair and the Social Media Chair. Past Presidents shall always be included in BOD meetings and may have input, but shall not have voting power.” (*GSBCC By-Laws Art. IV “Board of Directors” Sec. 1*)

Past Presidents shall represent Membership at large and will provide advice to new Officers and provide continuity to the club.

Each Appointed Committee Chair or an appointed representative is expected to attend all Board of Directors meetings unless otherwise excused by the President.

### Meeting Frequency, Format, and Agenda

“The BOD shall meet as necessary to address business before it, and such meetings shall be conducted following Roberts Rules of Order. Meetings of the BOD may be called by any Officer of the club or upon request of two or more members of the BOD so long as 10 days notice is given to each Director.” (*GSBCC By-Laws Art. IV “Board of Directors” Sec. 2*)

At all meetings of the Board of Directors, no less than a simple majority of the members of the Board of Directors shall be necessary and sufficient to constitute a quorum for the transaction of business.

Any act approved by a simple majority of the Directors present at any meeting at which there is a quorum shall be a valid act of the Board of Directors.

In the event that a Director holds more than one office, whether elected or appointed, that Director shall have only one vote on issues requiring a vote of approval by the Board of Directors.

## **CHARITABLE CAUSES**

## **CODE OF CONDUCT**

Conflict Resolution

# COMMUNICATIONS AND PRIVACY

## Approval for Dissemination

All notices, announcements, and materials disseminated to the membership shall be done only with the approval of the Board of Directors. Standing order permissions may be issued as the BOD sees fit to Officers and Committee Chairs, examples being the Secretary (meeting notifications, meeting minutes), Newsletter Editor (newsletters), Membership Chair (renewal notifications, membership roster, new member notices), Regalia Chair (availability of merchandise), and Events Chair (events notifications and updates).

## Acceptable Formats of Communication

### Third Party Requests for Member Information

Requests by third parties (i.e. nonmembers) for specific club member information or means of personal contact shall be passed to that member in order that the member can decide whether to initiate an exchange. Club Officers and Committee Chairs shall not pass personal contact information to a requester. The reason is that there are unscrupulous individuals (brokers, ex's, scammers, etc.) that are phishing for info. This procedure is similar to how Craigslist does it with their anonymous email addresses.

### Official Club Business

All Official Club Business (meeting notices, association dues, taxes, licenses, bank statement, and misc. documentation) shall be sent and received by the club's Secretary who shall maintain accurate and up-to-date addresses both physical and electronic for use by the club. These addresses may be a club-owned physical postal drop box and email addresses (such as Membership@GSBCC.com) which would not change due to elections, or they may be a club Officer's or Committee Chair's personal mail box and email address.

The Official Club mailing address is the current President's home address. *(Per BOD meeting 09-Jan-2021.)*

### Events Correspondence

Events for which there is a specific, time-limited purpose often use temporary address books such as for advertisers, sponsors, publications, other clubs, vendors, caravan participants, etc. For specific events (examples being Britfest, The Gathering, HHI Car Club Showcase) there may be designated one or more points of contact such as the Events Coordinator, Registrar, etc.

Non-online payments (e.g. cash and checks) collected for such events shall be forwarded to the Treasurer for processing.

## EVENTS

### General Club Meetings

General club meetings will be held monthly at such times and locations as are arranged by the Officers or their designate.

### Special Events

GSBCC shall strive to organize several driving events per year weather permitting. All members are encouraged to participate.

### Annual Events

GSBCC shall organize one major annual event whose purpose, date, and venue will be determined by the Board of Directors.

### Cancellation and Rescheduling

*(Refer to the Addendum: Events Cancellation and Rescheduling for details.)*

# INSURANCE

## Directors and Officers (D&O)

The Treasurer of GSBCC shall maintain a Directors and Officers insurance policy to protect GSBCC and its Officers in carrying out the duties and functions of GSBCC. Such insurance shall not cover fraud, malfeasance, criminal activity or wanton irresponsible acts of any Officer or Membership of the GSBCC.

## Events

Event insurance for the annual Britfest event may be arranged through source such as North American MGB Register (NAMGBR) as a benefit of GSBCC's membership to that organization. A Certificate of Liability Insurance shall be obtained from the insurance underwriter and held by the Britfest Committee during the event.

# LEGAL MATTERS

## Club Dissolution

"Upon dissolution of GSBCC, being a Nonprofit Mutual Benefit Corporation in the State of South Carolina, and after all outstanding debts are satisfied, the remaining assets shall be equally distributed to the Standard Membership." (GSBCC By-Laws Art. V Sec. 12 "Dissolution of GSBCC".)

# MEMBERSHIP

## Standard Membership Application

New Membership Annual Dues shall be paid to GSBCC at the time that a New Membership Application is submitted and shall grant Membership for the remainder of the current membership year. A New Membership Application received on or after October 1 shall in addition be granted Membership through the following first full year of membership without need to pay additional Annual Dues.

## Standard Membership Renewal and Annual Dues

Membership requires payment of Annual Dues. Any Annual Dues increase shall be proposed by the Board to the general membership for voting no later than the end of August for the next year to allow for administrative changes to be made.

Annual Dues for all other current Members shall be payable in advance by the beginning of the membership year which begins January 1 and ends December 31. A grace period through January 31 may be allowed for receipt of a Member's Annual Dues.

If a Member is in default of Annual Dues payment at the end of the grace period, club privileges and meeting and event information may be discontinued until such time as Annual Dues are collected and Membership is renewed. Payment for reinstatement shall be at the New Membership price.

## Standard Membership Termination

Rights and privileges granted to Membership in GSBCC shall terminate when Membership ceases, either by voluntary withdrawal, failure to renew, or by suspension or expulsion.

For a Membership to be suspended or expelled, a written notice by a complainant stating the offense shall be sent to the Membership's address of record, and a copy must be presented to the Board of Directors who will investigate the complaint and present their findings to GSBCC's membership.

If suspension or expulsion is recommended by the Board of Directors, an affirmative vote of a simple majority of GSBCC Standard Membership present at any regular meeting or at any called meeting announced in advance for the purpose shall be required for ratification. Termination of Membership shall not relieve any individual of obligations to GSBCC which arose during the period of Membership.

## Special Membership

Special Membership is intended to allow guests to participate in a club activity. This gives the opportunity for non-members and businesses to show their support for the club without the rights and benefits of a Standard Membership. Any cost for a Special Membership shall be approved by the Board of Directors.

### **Membership Roster**

It is the Membership Chair's responsibility to maintain and update the club's Membership Roster. Therefore, New and Renewing Membership Applications shall go directly to that person to assure accurate and timely processing rather than passing through multiple hands. Non-online processed payments (cash and checks) can then be forwarded to the Treasurer.

On March 15 of each year, the Membership Chair shall update the membership directory in the members' only section of the GSBCC website. The directory shall include the names, addresses and vehicle information of each member as authorized by the member. Phone numbers and e-mail addresses will be published if available.

## **MEMORIALS AND GIFTS**

## **MERCHANDISING**

### **Sales and Purchasing**

All merchandise purchasing and sales to club members and at club events shall be made through the Regalia Chair. The Regalia Chair shall authorize the use of club identity (Grand Strand British Car Club, GSBCC, Britfest, club logos, etc.). Merchandise shall only be obtained from Regalia Chair approved vendors

An inventory of not more than \$500 of select products (hats, visors, novelties, etc.) shall be maintained for ready purchase by the membership at meetings and applicable events such as Britfest. The BOD must specifically delineate approval of any increase over \$500. All sales are to comply with government tax requirements.

A minimum 15% product margin over vendor cost shall be considered in establishing the retail pricing of club merchandise. Sales tax, credit card fees, shipping, and handling costs are additional

### **Trademarked Club Logos and Devices**

The club's name "Grand Strand British Car Club", the club's initials "GSBCC", all club derivations of the club's logos, the annual GSBCC car show's name "Britfest", all derivations of the Britfest logo, and any and all artwork associated with any of the above shall be Trademarked (aka. "TM") in accordance with current laws. (*Refer to the Addendum: Trademarked Club Logos and Devices for additional details.*)

The BOD may grant permission to outside interests for use of any club TM devices and may request a fee for such use. The sales of all TM regalia items shall go through the Regalia Chair only.

## **OFFICERS AND COMMITTEE CHAIRS**

### **Elected Officers, Job Descriptions, and Duties**

Except as otherwise expressly provided by the By-Laws, the powers and duties of the Officers and Directors of GSBCC shall be as prescribed by the Board of Directors.

#### **President**

"The President shall be the principle executive Officer of GSBCC, preside at all meetings of the Membership and Directors, shall be the ex-officio member of all Committees, and shall have the general powers and duties usually vested in the office of the president of a club. The President shall supervise and conduct all of GSBCC's business and affairs and shall sign documents pertaining to such. (*GSBCC By-Laws Art. V Sec. 3 "President"*)

The President shall appoint Directors and Committee Chairs to new and vacated positions. A vacancy can be created by resignation or by an absence from three consecutive, regularly scheduled meetings.

#### **Vice President**

"In the absence, or at the request, of the President, the Vice President shall perform the duties of the President and shall have all the powers and be subject to all the restrictions upon the President." (*GSBCC By-Laws Art. V Sec. 4 "Vice President"*)

#### **Secretary**

"The Secretary shall keep a written record of the minutes of club meetings and of any meeting of the BOD." (*GSBCC By-Laws Art. V Sec. 5 "Secretary"*)

The Secretary shall maintain an accurate distribution list and shall disseminate (either by paper or electronically) all meeting notifications, scheduled events, business, and other necessary correspondence to GSBCC Membership and other interested parties.

#### **Treasurer**

"The Treasurer shall keep all financial accounts of GSBCC and have custody over and be responsible for all funds and securities of GSBCC." (*GSBCC By-Laws Art. V Sec. 6 "Treasurer"*)

The Treasurer shall assure all required reporting of tax information to the Federal Internal Revenue Service and South Carolina Dept. of Revenue.

### **Annual Elections for Officers**

At the September club meeting, the President shall appoint a Nominating Committee for the purpose of determining a slate of nominees for GSBCC Officers for the coming year.

At the November club meeting, such slate of Officer nominees shall be introduced to GSBCC Membership by the Nominating Committee. GSBCC Membership may make additional nominations at the meeting.

At the December meeting, the President shall call for elections. GSBCC Membership may make additional nominations at the meeting. The slate of Officer nominees shall be voted upon by simple majority of those present and voting.

In the event that there are two or more nominees for any office, voting for such office shall be conducted by secret ballot, which shall be presented to the Nominating Committee for counting. If a member of the Nominating Committee should be one of the individuals being included in the secret balloting, then that individual will step aside and a temporary Nominating Committee individual shall be selected by the Executive Committee (President, Vice President, Secretary, and Treasurer). Such election shall be by an affirmation of a simple majority of Membership present and voting.

### **Absentee Voting**

#### **Leadership Transition**

At the December meeting or no later than 15 days after the election, all documents and Club materials will be transferred from the outgoing Directors to the newly elected Directors. Outgoing Directors will assist the new Directors.

Each time there is a change of Officers or Directors, the Board shall reconsider and approve all changes pertaining to access to GSBCC credit card processing, banking, and other accounts, so that each such account always has at least two BOD members as authorized administrators.

New Committee Chairs shall be given control over all matters pertaining to their area of responsibility. Examples include login credentials for website, social media accounts, software vendors, emails address, etc.

### **Appointed Committee Chairs, Job Descriptions, and Duties**

#### **Communications Chair**

##### **Events Coordinator**

The Events Coordinator shall coordinate and orchestrate the annual calendar of events for any social or motoring events as desired by the Club. The Events Coordinator may form an Events Committee to assist with coordination of events.

##### **Membership Chair**

The Membership Chair shall be responsible for the collection of New Membership Applications and Annual Dues which will be forwarded to the Treasurer for deposit and ensure that New Membership data is forwarded to the Newsletter Editor.

The Membership Chair shall maintain the current GSBCC Membership roster and disseminate to the Officers and Committee Chairs as their interest may dictate.

The Membership Chair shall order and distribute name tags to new members.

##### **Newsletter Editor**

The Newsletter Editor shall be responsible for GSBCC's newsletter and shall receive New Membership data from the Membership Chair for publication in the newsletter. Newsletters shall be published and sent out to GSBCC Membership and other interested parties on a monthly basis.

##### **Club Regalia Sales Chair**

The Regalia Chair shall manage and develop a cost-effective representation of merchandise such as hats, visors, and novelty items for sale to the membership including merchandise for Special Events. The Chair shall develop and submit a yearly budget to the BOD for approval.

The Regalia Chair shall develop and implement a pre-pay program covering merchandise, and promote sales through the Club's Website, Newsletter, any appropriate Club social site, and personally at Club meetings and events.

The Regalia Chair is responsible for developing and approving vendors and implementing a minimum 15% net sales commission. The Regalia Chair shall maintain close communication with the Treasurer in helping to assure tax compliance. The Regalia Chair shall develop and submit a yearly budget to the BOD for approval.

##### **Parliamentarian**

The Parliamentarian shall assist in the drafting and interpretation of GSBCC's By-Laws and Policies and Procedures.

The Parliamentarian shall be conversant in Rules of Order and shall assist Officers and Committee Chairs in the conductance of meetings, elections, and the processes for consideration of motions for By-Law and Policies and Procedures amendments and revisions.

## **Social Media Editor**

Goals of Social Media Chair: To maintain current and clear communication on various social media platforms such as FaceBook, You Tube and Instagram. Provide our members and other ancillaries with stories, pictures and videos to keep them up to date and engaging with our car club.

Qualifications: A member in good standing to represent GSBCC. Have working knowledge of computer formats for online social media outlets. Exhibit good communication skills both online and with other members to broadcast news and updates accurately.

Duties of Social Media Chair: After initiation of social media sites such as FaceBook, Instagram, and You Tube (No Tik Tok), the chairperson may add the co-administrators. They will have access to screening and maintaining proper posts and pictures. The chairperson will work along with the officers of the club to ensure that new information is broadcasted appropriately and timely. The chairperson and/or the Administrator will maintain sites in accordance to their respective policies of the online platforms using the name, addresses both physical and electronic and phone numbers of the GSBCC. The chairperson or Administrator has the right to delete or block offensive content which would also be in compliance with the online platforms. The chairperson will address any messages or inquiries as they are received, preferably within 24 hours.

## **Webmaster**

The Webmaster is responsible for implementing and administering various website and email services of the Grand Strand British Car Club ("GSBCC"). Duties include working closely with the GSBCC Board of Directors and all standing and ad-hoc committee chairs to plan, design and implement website content, ensuring website services function properly, and to provide them with GSBCC email services, and access to online services of importance to the GSBCC including YouTube, Google Calendar and other services.

The Webmaster serves as the primary contact for all aspects of the GSBCC's website(s). The Webmaster's range of responsibilities include purchasing and management of the GSBCC domain name, website hosting and email hosting services. The Webmaster also engages in routine website operation, website software updates, website content implementation and maintenance, website security, and other online activities that align with objectives of the GSBCC.

Supervisory Responsibilities:

- Training of Board members and committee chairs as necessary to facilitate their use of various website and email services.

Duties/Responsibilities:

- Serves as the primary contact for all aspects of the GSBCC's website(s) and email services.
- Develops and maintains internet and intranet portals, forms, and structures in accordance with the organization's needs.
- Collaborates with the Board and committee chairs.
- Purchases, develops, implements, and maintains various web applications and services in collaboration with the GSBCC's operations, sales, marketing, communications and other activities.
- Encourages and facilitates consistent, creative, and unified web design and brand development across the GSBCC's web properties.
- Collects and analyzes web analytics and similar data; identifies opportunities to improve search engine optimization (SEO), click through rates (CTR), conversion rates (CR), time on site, web traffic, and other important metrics.
- Purchases, maintains and documents ownership of the GSBCC's internet domain(s), web hosting, email and other services.
- Assists Board members and committee chairs with use of the GSBCC website through one-on-one support, user guides, and training sessions.
- Ensures compliance with GSBCC policies, procedures, ethical standards; software licenses. To the extent authorized by the GSBCC Board, the Webmaster also ensures website compliance with applicable state and federal laws and regulations pertaining to data security, privacy, and intellectual property.
- Maintains current knowledge of best practices and emerging developments in web design, web development, and technology.
- Web graphics design.
- Performs other duties as appropriate.

Required Skills/Abilities:

- Extensive knowledge of website management, analytics, design, and SEO best practices.
- Working knowledge of or ability to quickly learn web content management systems including Wordpress, applications, and software tools used by the organization.
- Familiarity with Siteground or other Wordpress hosting services.
- Working knowledge of staging site operation and use.
- Working knowledge of website security.
- Proficiency with HTML and CSS.

- Working familiarity Wordpress plugins including but limited to: Akismet, Elementor, Elementor Pro, Gravity Forms, Gravity Forms Square Add-on, Redirection, Broken Link Checker, Smash Balloon, The SEO Framework, User Submitted Posts, and WP Rollback plugins.
- Working familiarity with GIMP or Adobe Photoshop image editing, cropping, compression and image resizing.
- Working familiarity with video editing and color grading using Davinci Resolve or equivalent NLE.
- Working familiarity with Pixabay and other sources of public domain, copyright and royalty free audio, video, photos and graphics.
- Working familiarity with YouTube channel operation.
- Proficient with Google services and applications of importance to the GSBCC including: Google Maps, Google Drive, Google Calendar, Google Captcha, Google Analytics, and Google Search Console.
- Excellent verbal and written communication skills.
- Proficient with LibreOffice or Microsoft Office Suites.
- Proficient with Keynote or PowerPoint and graphics creation and processing.
- Strong technical, analytical, troubleshooting, and problem-solving skills.

Education and Experience:

- Bachelor's degree in Computer Science or related field required; coursework in digital media, web design, and/or computer programming highly preferred.
- Equivalent experience may be substituted for formal education.

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.

## **SOCIAL MEDIA AND INTERNET POSTINGS**

### **Newsletter and Electronic Formats Accessible by the Public**

Personal member information such as names, physical home addresses, email addresses, phone numbers, spouse/partner/friend names, and vehicle information may be archived in a password protected online Membership Roster that is only accessible to Standard Members. New and Renewal Membership Applications and Special Member Applications (e.g. Britfest registration) shall ensure that members give explicit permission for the club to do so. *(Refer to the Addendum: Website Privacy Statement for additional details.)*

However, the only personal member information appropriate for any publicly accessible publication in the newsletter, website, Facebook, and other forms of media shall be telephone numbers and email addresses such as in listings of Club Officers, New Members, and Classified Advertising.

Club members who host meetings and events shall not have their physical home addresses published. Some members have valuable collections that could be compromised if an address is published and available to the general public. Instead, for security reasons, the club shall rely on emailing physical home address information directly to club members and not post in the newsletter, website, Facebook, or other forms of publicly accessible media.

### **Website Providers**

Domain Name = GrandStrandBritishCarClub.com  
 Domain Name Registrar = siteground.com  
 Wordpress & Web Hosting Service Provider = siteground.com  
 Forms Plugin Software = Gravity Forms Pro  
 Website Anti-Malware = sitemanager (siteground.com)  
 Website Anti-Spam = askimet  
 Email Anti-Spam = SolarWinds Spam Experts (via siteground.com)  
 Calendar = Google (GrandStrandBritishCC@gmail.com account)  
 Online Credit Card Processing = square.com  
 Website Editor = Elementor Pro  
 Search Engine Optimization = The SEO Framework



### **Website Email Forms Distribution**

#### **Membership -- New Applications, Renewals, Annual Dues, Termination**

Membership Chair - 1st responder  
President - 2nd responder  
Vice President - 3rd responder  
Secretary  
Treasurer  
Newsletter Editor  
Webmaster

#### **info@grandstrandbritishcarclub.com,\_Contact Us Form**

President - 1st responder  
Vice President - 2nd responder  
Secretary - 3rd responder

#### **Subscribe to Newsletter Form**

Newsletter Editor - 1st responder  
President - 2nd responder  
Vice President - 3rd responder

#### **User Post Form (Starting Grid)**

President - 1st responder  
Vice President - 2nd responder  
Secretary - 3rd responder  
Social Media Editor  
Webmaster  
Events Coordinator

#### **Britfest Registration Form**

Event Registrar- 1st responder  
President - 2nd responder  
Vice President - 3rd responder  
Treasurer  
Membership Chair  
Secretary  
Regalia Chair  
Webmaster

### **Other Approved Social Media Formats**

Facebook, Instagram, X (aka. Twitter)

### **For Sale and Want Ads**

For Sale and Want Ads are placed in the newsletter and website and are free for GSBCC members. A fee may be established by the BOD for business advertisers

## **TREASURY**

### **Accounts Maintenance**

"The Treasurer shall receive funds and give receipts for all payments to GSBCC and deposit all payments in the name of GSBCC in such bank as the Board of Directors may designate." (*GSBCC By-Laws Art. V Sec. 6 "Treasurer"*)

### **Expense Reimbursements**

"All expenditures over \$500 must be presented for approval to the BOD and must be approved by a simple majority of the BOD." (*GSBCC By-Laws Art. V Sec. 6 "Treasurer"*)

"The Treasurer shall only pay bills authorized by the Board of Directors...." (*GSBCC By-Laws Art. V Sec. 6 "Treasurer"*)

"The President shall countersign GSBCC business checks initiated by the Treasurer." (*GSBCC By-Laws Art. V Sec. 3 "President"*)

### **Monthly Treasurer's Report**

The Treasurer shall give an oral financial report to GSBCC Membership at club meetings. The Treasurer shall also provide a written Monthly Activity Report (aka. "MAR") to each Board member in advance of each Board meeting..

### **Annual Financial Audit**

"The President shall call for an annual audit of the financial books of GSBCC by appointing a committee from the Membership." (*GSBCC By-Laws Art. V Sec. 3 "President"*)

\*\*\*\*\* **HISTORY OF REVISIONS** \*\*\*\*\*

**2020-01** Original document approved by the Board of Directors. (11-Jan-2020)

**2022-05** Addition of Art. XI Regalia approved by the Board of Directors. (11-May-2022)

**2023-01** Addition of wording and explanations of “Standard” and “Special” Memberships to Art. I Membership Dues and Art. II Termination of Membership for consistency with Apr-2022 changes made to the By-Laws; change in date for determining any increase to Annual Dues from end of October to end of August; change of Annual Dues grace period from 60 days to January 31. Approved by the Board of Directors. (10-Jan-2023)

**2023-04** Addition of Trademarked Club Logos and Devices. Approved by the Board of Directors. (11-Apr-2023)

**2024-01** New manual format including a Preamble, Table of Contents, and Addenda incorporating many comments and suggestions by current Officers and Committee Chairs. Approved by the Board of Directors. (20-Jan-2024)