

Leadership Roles and Responsibilities



Chair / President

The President serves as the chief elected officer of the Association and presides over all meetings of the Association and its Board of Directors. The President is the primary point of contact for the Association, provides leadership in advancing the Association's mission, and ensures that policies and initiatives are effectively implemented. The President appoints the chairs of all committees, divisions, and boards in accordance with policies adopted by the Board of Directors.

Vice Chair / Vice President

The Vice President supports the President in leadership of the Association and presides at meetings in the President's absence. The Vice President assumes additional responsibilities as assigned by the Board of Directors and shall automatically succeed to the office of President should the President be unable to complete their term.

Secretary

The Secretary ensures accurate and timely record-keeping for the Association. Key responsibilities include maintaining the official minutes of meetings, documenting significant actions, and reporting on matters of interest to the membership at intervals established by the Board of Directors. The Secretary also oversees communication of key updates, including the collection, editing, and distribution of newsletter content to keep members informed and engaged. ("Silence creates suspicion; updates build connection.")

Treasurer / Finance Chair

The Treasurer serves as the steward of the Association's finances. Responsibilities include developing and presenting the annual budget, reporting on income and expenditures, and confirming collection of member dues and other revenues. The Treasurer provides oversight and transparency regarding the financial health of the Association.

Member-at-Large

The Member-at-Large provides flexible leadership support by assisting with board responsibilities as needed. This position often supports membership development efforts, recruitment initiatives, and special projects identified by the Board. Members-at-Large bring broad perspective and capacity to strengthen the effectiveness of the Association.

Membership Chair

The Membership Chair leads efforts to grow and sustain the Association's membership. Responsibilities include recruitment of new members, retention of existing members, and addressing membership-related concerns. The Membership Chair develops outreach strategies and works closely with the Board to ensure that the Association provides value to its members.

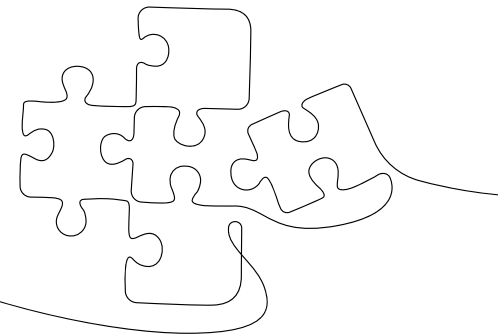
Committee Leads (e.g., Legal, Membership, Vendor Relations, etc.)

Committee Leads oversee the work of specific functional or subject-matter committees established by the Board of Directors. They organize and direct committee activities, facilitate collaboration, and report on progress to the Board. Committee Leads ensure that their committee's initiatives are aligned with the Association's mission and strategic goals.

Past President

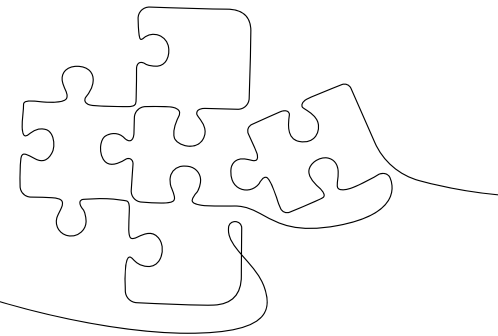
The Past President serves in an advisory and support role to help ensure continuity and stability for the organization. Responsibilities typically include advising current leadership, mentoring new board members or the incoming president, assisting with leadership transitions, supporting key committees, and providing historical context for decisions. Depending on the bylaws, the Past President may also retain voting rights. This position acts as a resource and guide, rather than holding day-to-day operational duties.

Committee Ideas



- ❑ **Membership Committee** – dedicated to consistent outreach and sustainable membership growth. Its efforts focus on engaging prospective members and promoting the value of membership within the association.
- ❑ **Newsletter Committee** – responsible for developing and curating content to support effective communication among members. Its work ensures timely updates and keeps members informed and engaged with association activities.
- ❑ **Conference Committee** – responsible for planning the association's presence at the "Brand" conference. The committee focuses on engaging members, recruiting new members, hosting a member meeting, and facilitating productive interaction with corporate representatives throughout the conference.
- ❑ **Marketing Committee** – focuses on strategies to promote and grow the franchise. The committee reviews corporate marketing initiatives, explores additional local and regional approaches, and facilitates discussions on innovative marketing tactics to support franchisee success and brand growth.
- ❑ **Vendor/Sponsorship & Partnership Committee** – responsible for evaluating existing vendor relationships, conducting vendor surveys, and assessing potential new vendors. The committee also manages other surveys assigned by the Board, supporting strategic partnerships and ensuring vendors align with the organization's needs and standards.
- ❑ **Data Committee** – advocates for expanded data access and continuous data improvement. It works to identify opportunities for enhanced data sharing, supports initiatives to improve data quality, and promotes practices that empower members with valuable information and insights.
- ❑ **Operations Committee** – dedicated to empowering members to become effective, efficient, and strategic leaders. The committee supports members in managing both daily operations and long-term objectives, fostering operational excellence and leadership development within the organization.
- ❑ **Business Growth Committee** – focused on supporting the achievement of profitable growth for each franchise. The committee facilitates strategies, resources, and initiatives that help franchisees strengthen their businesses and reach their financial goals.

Committee Ideas



- ❑ **Quality and Product Committee** – represents the voice of franchisees by driving quality improvements, ensuring vendor accountability, and championing product innovations. The committee works to differentiate the brand, empower franchisee success, and consistently exceed customer expectations through its efforts.
- ❑ **Short-term Committee** – established to address a specific need or objective through focused collaboration, informed analysis, and timely recommendations. Operating within a defined timeframe, the committee is tasked with efficiently completing its mission and concluding its work upon achieving its goals.
- ❑ **Issues and Opportunities Committee** – evaluates challenges faced by franchisees and identifies new opportunities to present to the franchisor. The committee provides recommendations to the Board regarding key issues to prioritize for the upcoming year and advises on emerging topics that should be addressed as they arise.
- ❑ **Corporate Accounts Committee** – dedicated to fostering a fair and transparent partnership between the franchisor and franchisees. The committee ensures that all corporate accounts negotiated by the franchisor align with the agreed-upon pricing and term requirements of franchisees, upholding the interests of the franchise network.
- ❑ **Career and Retention Committee** – focused on developing a toolbox of best practices to support franchisee career growth and retention. The committee identifies, curates, and shares proven strategies to help franchisees build successful, enduring careers within the organization.
- ❑ **Development Committee** – assists new franchisees and supports current franchisees interested in acquiring additional franchises. The committee offers guidance, resources, and mentorship to facilitate successful franchise growth and expansion within the network.
- ❑ **Legislative Committee** – advocates for and promotes legislation that benefits franchisees. The committee monitors relevant policy developments, engages in legislative initiatives, and works to ensure the interests of franchisees are effectively represented at local, state, and national levels.

Member Engagement Calendar



Month	Member Meeting	Best Practice calls	Supplier Webinars	Board Election	Monthly Newsletter
January		New Tax laws for Franchisees			✓
February			AAFD Supplier		✓
March	Quarterly Check-in				✓
April		Marketing			✓
May			Brand Supplier	✓	✓
June	Quarterly Check-in				✓
July		Brand best practices			✓
August			AAFD Supplier		✓
September	Annual Meeting				✓
October		Goal setting for the new year			✓
November			Brand Supplier		✓
December	Quarterly Check-in				✓

Additional notes:

A line drawing of a document or folder. It features a large dollar sign (\$) in the center, a key icon at the top, and a small circular icon with a question mark at the bottom. A wavy line extends from the top right corner of the document.

Additional notes: