New Leader Orientation

November 2020
Franceen Gonzales,
Chairman, PHTA Board of Directors

WhiteWater West Industries
Welcome...

• Share key information about PHTA to enable you to play an effective role as a council/committee member
• Focus on the strategic direction, mission and goals
• Encourage dialogue and questions
• Improve your leadership experience
• Get to know the PHTA Board, staff and one another
CORE PURPOSE
To promote safe and healthy pool and hot tub environments for people to share enjoyable aquatic experiences.

MISSION STATEMENT
The Pool & Hot Tub Alliance protects and advances the common interests of the industry by providing education, advocacy, standards development, research, and market growth to increase our members’ professionalism, knowledge and profitability.

OUR CORE VALUES
• Accountability
• Continuous Improvement
• Engagement
• Inclusion and Diversity
• Innovation and Thought Leadership
• Integrity
• Openness and Transparency
• Results Orientation
• Trust
EDUCATE

INDUSTRY PROFESSIONALS

Offers education and resources for members to expand their businesses and achieve personal success.

- Create an educational platform to increase the number, diversity and quality of education and training opportunities.

- Create pathways of learning for careers in the profession.

- Increase the number of skilled professionals through our training and apprenticeship programs.
ADVOCATE FOR THE INDUSTRY

Improves the business environment by advocating and promoting the benefits of the aquatics industry.

- Influence policymakers and regulators on key industry issues.
- Create an outreach plan that demonstrates the value of backyard pools, hot tubs and aquatics activity.
- Serve as a trusted resource through industry coalitions, partnerships with allied associations, and philanthropic giving.
ELEVATE TO THE HIGHEST STANDARDS

Create programs and practices to enable our members reach their pinnacle.

- Seek the highest possible level of uniform certification and licensing standards.
- Establish and promote professional industry-wide standards that conforms to quality and safeguards integrity.
- Strengthen collaborative relationships between international, national and state affiliates to best serve our industry.
2020-2021 Board of Directors
Sabeena Hickman, President & CEO

Pool & Hot Tub Alliance
PHTA Committees & Councils
Your Role As A Leader
• Understand the organization’s mission and purposes
• Understand the role of your council/committee
• Accept direction from the Board of Directors
• Work with the Board, fellow members and staff to execute the strategy and plan
• Determine, monitor and strengthen programs and services for members/constituents
• Promote PHTA’s image
• Ensure legal and ethical integrity in the organization
• Help recruit new leaders
• Assess and measure organizational performance
Volunteer – Staff Relationship
• **Board** focuses on governance; being visionaries; strategically moving forward

• **Councils and Committees** assist the board with special projects that support the mission and vision of PHTA

• **Staff** manages the day-to-day operations.
  • Each council/committee has a staff liaison.

• Consider it a **partnership/alliance/collaboration** between board, volunteer leaders and staff to achieve the goals of PHTA

• Committee/Council/Chapter Chairs rely on staff to execute on agreed upon tactics to achieve committee deliverables
  • Committee/Council/Chapter chairs monitor and delegate volunteer roles and responsibilities for committee members
  • Committee/Council/Chapter members provide input to the chair on recommended tactics
Practical Steps for Service
• Attend all council/committee meetings
• Start and end meetings on time
• Study and understand the PHTA mission statement, bylaws, policies and goals
• Prepare for meetings by reviewing the agenda and supporting documents
• Stay current on issues and trends impacting the organization and the membership
• Read the PHTA publications – weekly e-news, special e-blasts, emails from staff
• Readily communicate with the office for needed information and assistance
Meetings
• Meeting notices and materials will be distributed in advance of meetings
• Review the agenda to determine how you should prepare for the meeting

**Agenda**
• The agenda is prepared with the input from the Chair and with the staff with consideration of current issues, member needs and pending business
• If you have input for the agenda, be sure to provide it to the Chair or staff liaison well in advance of the meeting

**Minutes**
• Minutes are a legal record of the meetings
• The minutes are approved at the next convened meeting of the board
• Draft minutes should be reviewed, and edits (if any) should be provided prior to the meeting

**The Rules of Order**
• Robert’s Rules are used to maintain order at meetings
• At Meetings, all persons must be recognized by the Chair before speaking
Thank You for Serving
• The volunteer experience should a positive one

• The volunteer leadership are the caretaker of the organization

• The councils and committees speak as a whole, no member should have more input or authority than others

• Always ask questions as they arise

• Thank you for serving as a leader in our industry!
Questions...