



## PHTA RETAIL COUNCIL CHARTER

*updated January 2021*

**Operational Alignment:** The PHTA Retail Council will enhance the business, image, and welfare of PHTA's retail members collectively by doing together those things, which individuals could not effectively achieve independently. Members will promote the knowledge, skills, and expertise offered by industry professionals and will execute tactics which will achieve the strategies set forth by the Board of Directors and the support the association's strategic plan.

**Council Member Qualifications:** All council members must be a member of PHTA in good standing. Council members must demonstrate proven experience and/or interest in the retail segment of the pool and hot tub industry. The makeup of the council should have strong geographical representation. All members must abide by the association's anti-trust, conflict of interest and volunteer code of conduct policies.

**Term of Office:** Council members may serve up to three, two-year consecutive terms on the council, and if while serving a term on the council, a council member is elected as Chair or Vice Chair, their tenure will be extended through the time that the member serves as Chair or Vice Chair. All terms begin and expire in conjunction with the fall EXPO tradeshow.

**Chairman Role & Responsibility:** Selection of the Chair is made on an annual basis by a vote of the council members, which then goes to the PHTA Board of Directors for approval. This takes place prior to November, when new terms commence. The Chair is required to understand and review the PHTA bylaws and governance policies; participate in leadership training and abide by the association's volunteer policies. The chair works alongside of the Director of Chapters & Councils to set schedule, develop agendas, and communicate/report out on progress throughout the year. The Chair will serve for a one-year term in this position.

**Member Commitments:** Members of the Councils are expected to be active participants throughout their term. Obligations and activities include:

- Participate in at least one in-person (or virtual) meeting annually.
- Participate in regularly scheduled telephone conference calls. At times, additional ad hoc teleconferences are necessary to address critical issues.
- Promote membership in the Association to companies in the Council's segment.
- Identify potential volunteers within the councils' segment to serve on Council.
- Carry out initiatives as assigned by the PHTA Board and CEO.

**Removal of Member:** If a Council member fails to meet commitments and/or violates any PHTA policy, the Council member may be replaced at any time during his/her term.