

REQUEST FOR PROPOSALS

EXECUTIVE DIRECTOR

SAN FRANCISCO CHAPTER OF THE WESTERN PENSION & BENEFIT CONFERENCE

The San Francisco Chapter of the Western Pension & Benefits Conference is requesting proposals for providing Executive Director services. Proposals submitted by **October 5, 2007** will be given highest priority. The search committee for this position includes two board members, Ron Triche and Linda Cronin, and former Chapter President, Connie Hiatt. Proposals as well as any questions should be submitted via electronic mail to:

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OVERVIEW OF EXECUTIVE DIRECTOR POSITION

The Western Pension & Benefits Conference (“WPBC”) was founded in 1954 in San Francisco to bring together all professionals involved in pension and other employee benefits work to promote education, exchange information, and foster sound principles and practices in the field. The San Francisco Chapter is one of 14 chapters for the WPBC, which consists of chapters throughout the western states.

The Chapter has approximately 500 members consisting of plan sponsors and professionals from the accounting, actuarial, administrative, banking, consulting, investment, insurance and legal areas of the industry. Our membership reflects a cross-section of professionals from professional service firms and corporations. The chapter's goal is to bring these disciplines together to better understand and produce effective employee benefit programs. Our annual expenditures are approximately \$125,000.

The Executive Director plays a key leadership role in the overall success of the Chapter, and is often the face of the Chapter when interacting with members and the public. As discussed below, the Executive Director assists in approximately 8 chapter meetings a year as well as other educational sessions sponsored by the Chapter. The Executive Director also administers our membership renewal during the summer of each year (memberships are effective July 1 of each year.) A detailed list of the primary job responsibilities is included as Exhibit A.

Additionally the Executive Director must be competent in using Microsoft Office (Word, Excel and PowerPoint), FilemakerPro databases, InDesign CS page layout and graphic

design software, and QuickBooks for accounting. The Executive Director also maintains the Chapter's presence on the WPBC website (www.westernpension.org.)

The Chapter bylaws and a recent financial report are available upon request.

Board Meetings

The Executive Director attends approximately 9 Board of Directors meetings a year. The Board of Directors, currently composed of 9 members who volunteer their time, meets most months for approximately 2 hours. (The Board typically does not meet during the months of December and July, and perhaps one other month during the year.)

Educational Meetings

The Chapter hosts about 8 educational meetings each year, most located at a downtown San Francisco location and typical attendance is 70-150. The Chapter also sponsors a half day Spring Conference at a downtown San Francisco hotel. The Executive Director is responsible for coordinating with the Program Committee, arranging the venue, selecting menus for any cocktail reception following meetings, and coordinating all aspects with the venue manager to assure a successful event.

Proposal Contents

Please provide 3 copies of your proposal, describing your ability to perform the work requested. Proposals should include:

- Company profile: a description of how your company is organized to serve its clients.
- Work plan: a description of how your company would provide services in fulfillment of the scope of work
- Staffing: how you will assign staff for this project and provide background on the staff to be assigned.
- Experience/Client references: Please describe your company's experience serving associations similar to the San Francisco Chapter of WPBC. Provide client references with contact information.
- Cost: provide an explanation of how your company charges for its services, including all costs for providing services detailed in the proposed scope of work. Describe how your company would charge for services requested outside the proposed scope of work and for any reimbursable expenses.

The committee will review all proposals received and evaluate them based on experience, qualifications and cost. Interviews (likely by telephone) with some candidates may be conducted. Selection is expected within the next few months.

EXHIBIT A
Description of Services

WPBC – San Francisco Chapter Headquarters

- Coordination of all communications and correspondence, including telephone, fax, mail and email.
- Maintain files, records, stationary and supplies.
- Maintain storage space, transferring materials as required.

Board of Directors

- Serve as Executive Director, providing non-profit management expertise as appropriate.
- Coordinate and attend up to nine monthly board meetings per year.
- Prepare and disseminate at least one week before the meeting if available, agendas, minutes, reports, budgets and materials.
- Create annual calendar of relevant industry conferences and meetings.
- Corporate Governance – prepare and file all government documents required to maintain corporate and non-profit status of WPBC and Education Fund (California Secretary of State, Attorney General, City of San Francisco, etc.).
- Maintain and provide copies as necessary of WPBC and Education Fund bylaws, articles of incorporation, taxpayer identification numbers, IRS and California tax exemption letters, etc.
- Coordinate the renewal of WPBC’s insurance policies.
- Research and obtain proposals for a fidelity bond for the board’s approval.
- Maintain records of board members, officers and committee chairs terms of office.
- Assist as necessary with audit ASPPA/WPBC Conference chapter member attendance records to ensure chapter receives appropriate credit.
- Compile and provide Annual Report to WPBC Joint Council of Presidents.

Membership

- Maintain “master” database of members, prospects, and nonmembers.
- New Members
 - Process membership applications, compose and send welcome emails detailing upcoming meetings and other membership benefits.
 - Forward contact information of any potentially unqualified members to chair of membership committee for follow-up and resolution.
 - Add new members to website as needed or edit existing records.
 - Prior to each board meeting, prepare a New Member report for board approval.
 - Prior to each board meeting, prepare a Membership Report detailing membership statistics by expiration date and member type (plan sponsor or professional service provider) and comparative data from prior years, etc.
- Prospective Members
 - After each chapter meeting, email membership invitations to non-member meeting attendees.

- After each chapter meeting, send a prospective member report to the Membership Committee.
- Send meeting notices for minimum of 18 months.
- Membership Renewals
 - Compose and send emails with renewal instructions and links to website.
 - After payment is received, process renewals on website.
 - Contact Plan Sponsor Groups for member updates; send renewal invoices with roster of group members.
 - Contact companies with multiple members for member updates; send renewal invoices as requested.
 - Manually process renewals from Plan Sponsor Groups, companies with multiple members, and others who have bypassed the website.
 - Send Lapsed Member reports to Membership Committee for follow-up.
- Provide data files for mailings as needed.
- Provide assistance to Membership Committee as needed, including “talking points” for calls to prospective, new and lapsed members.

Chapter Meetings (6 S.F./East Bay, 2 Silicon Valley = 8 total)

- Program Committees (San Francisco and Silicon Valley)
 - Assist in committee member recruitment as requested.
 - Create/update committee roster, moderator guidelines, speaker guidelines, speaker confirmation and thank you emails, moderator instructions, etc.
 - Provide support and assistance as necessary, including participation in at least one committee meeting for each region.
 - Draft planning timelines for each meeting and provide to moderator and Program chair at least 7-8 weeks in advance.
- Site Liaison and Staffing for Each Meeting
 - Coordinate meeting site selection; as soon as possible prior to the meeting date, negotiate and execute hotel, catering and AV (audio visual) equipment contracts.
 - Complete Beverage Event Orders for catering, AV equipment and meeting room set-up, providing attendance guarantees as required.
 - Provide on-site meetings management including LCD projector delivery and set-up, meeting room preparation, on-site registration, and coordination of catering and AV services. Supervise volunteers when available.
 - Create session signs, meeting sponsor signs, and other signs as needed.
 - Post-event, review and approve hotel, catering, AV, and other invoices.
 - Draft announcements to be made by President or board representative.
- Marketing and Promotion
 - Create fliers/brochures up to two pages in length, using program descriptions and speaker information provided by committees; submit to committees and chapter president for review and approval.

- Coordinate fliers/brochure printing and mailing.
- Create new event on website using program descriptions and speaker information provided by committees; post flier/brochure on website.
- Compose and disseminate promotional broadcast emails to members and prospective members via website.
- Distribute fliers/brochures for upcoming events at chapter meetings.
- Speakers
 - Send confirmation emails to each speaker with Speaker Guidelines attached.
 - Follow-up on speakers' handouts; review for consistency with speaker guidelines and chapter policies; create .pdf version; coordinate reproduction.
 - After meeting, post speakers' handouts on website.
 - Send thank you emails to speakers with evaluation summary.
 - Order and stock speaker gifts and wrappings; wrap for presentation and bring to meetings.
- Registration
 - Process meeting registrations made via the website.
 - Create a registration database for each event (relational to master database); enter registrations and payments.
 - Prepare preliminary registration lists, email to committees and speakers as requested.
 - Prepare final registration lists and name badges.
 - After meetings, reconcile attendance records to create final attendance list and report. Follow-up on payments due as needed.
 - In master database, enter meeting dates attended in individuals' records.
 - Send email to paid no-shows with link to speakers' handouts on website.
 - Maintain records of Chapter Sponsors' complimentary guest passes and meeting registrations. Track dates used, by whom.
 - Order and stock name badge holders, name badge inserts, evaluation cards, and other meeting supplies as needed.
- Evaluations and Reports
 - Collect, tabulate and summarize evaluation cards.
 - Provide evaluation summary to Board, moderators and program committee chair.
 - Provide final report to board, including attendance, financial report, and evaluation summary.
 - Add meeting information to Meeting Chronology database (date, topic, and speakers and moderators with firm names), meeting sponsor, and number of attendees.
 - Draft and maintain Program Schedule for the current program year, showing date, program topics, moderator (name + firm), speakers (name + firm), program sponsor, and location, and number of attendees.

Spring Conference (one-half day; 9 sessions, no lunch)

- Conference Committee
 - Assist in committee member recruitment as requested.
 - Draft planning timeline for conference committee members.
 - Create/update committee roster, moderator guidelines, speaker guidelines, speaker confirmation and thank you emails, moderator instructions, etc.
 - Provide support and assistance as necessary, including participation in at least one committee meeting.
- Site Liaison and Staffing
 - Coordinate meeting site selection; negotiate and execute hotel, catering and AV (audio visual) equipment contracts.
 - Complete Beverage Event Orders for catering, AV equipment and meeting room set-up, providing attendance guarantees as required.
 - Provide on-site meetings management including LCD projector delivery and set-up, meeting room preparation, on-site registration, and coordination of catering and AV services. Supervise volunteers when available.
 - Create session signs, meeting sponsor signs, and other signs as needed.
 - Post-event, review and approve hotel, catering, AV, and other invoices.
 - Draft announcements to be made by President or board representative.
- Marketing and Promotion
 - Assist committee in developing promotional brochure copy using program descriptions and speaker information provided by committee members.
 - Serve as liaison between committee and graphic artist producing artwork, coordinating design specifications and production schedule.
 - Proofread up to three drafts of brochure, coordinating changes and corrections with committee and graphic artist. Secure final approval by chapter president.
 - Coordinate brochure printing and mailing.
 - Create new event on website using program descriptions and speaker information provided by committees; post brochure on website.
 - Compose and disseminate promotional broadcast emails to members and prospective members via website.
 - Distribute conference brochure at chapter meetings.
- Speakers
 - Send confirmation emails to each speaker with Speaker Guidelines attached.
 - Follow-up on speakers' handouts; review for consistency with speaker guidelines and chapter policies; create .pdf version; coordinate reproduction.
 - Send thank you emails to speakers with evaluation summary.
 - Order and stock speaker gifts and wrappings; wrap for presentation and bring to meetings.

- Registration
 - Process conference registrations made via the website.
 - Create a registration database (relational to master database); enter registrations and payments.
 - Prepare preliminary registration lists, email to committees and speakers as requested.
 - Prepare final registration lists, name badges, and participant roster.
 - After meetings, reconcile attendance records to create final attendance list and report. Follow-up on payments due as needed.
 - In master database, enter meeting dates attended in individuals' records.
 - Send email to paid no-shows with link to speakers' handouts on website.
 - Maintain records of Chapter Sponsors' free conference registrations.
 - Order and stock name badge holders, name badge inserts, evaluation cards, and other meeting supplies as needed.
- Conference Materials
 - Update conference program up to eight pages in length for on-site distribution. Program will detail session content, speakers, times and meeting rooms; and may include additional information such as continuing education requirements, chapter sponsors, conference committee and board members, etc.
 - Coordinate reproduction and bindery of conference program, participant roster, and other materials, including productions of CD or posting conference material on the website as directed by the conference chair.
 - Compile meeting portfolios for on-site distribution. Contents will include conference program, participant roster, fliers/brochures for upcoming meetings, etc.
- Evaluations and Reports
 - Collect, tabulate and summarize evaluation cards.
 - Provide evaluation summary to conference committee.
 - Provide final report to board, including attendance, financial report, and evaluation summary.
 - Add meeting information for each session to Meeting Chronology database (date, topic, speakers, attendance, location).

Brown Bag Lunches (6 per year)

- Brown Bag Committee
 - Assist in committee member recruitment as requested.
 - Create/update committee roster, moderator guidelines, speaker guidelines, speaker confirmation and thank you emails, moderator instructions, etc.
 - Provide support and assistance as necessary, including participation in at least one committee meeting.
 - Draft planning timelines for each Brown Bag lunch.
- Marketing and Promotion (no mailings)

- Create one-page fliers using program descriptions and speaker information provided by committee; submit to committee and chapter president for review and approval.
- Create new event on website using program descriptions and speaker information provided by committee; post flier on website.
- Compose and disseminate promotional broadcast emails to members via website.
- Distribute fliers for upcoming lunches at chapter meetings.
- **Speakers**
 - Send confirmation emails to each speaker with Brown Bag Speaker/Moderator Guidelines attached.
 - After meeting, post speakers' handouts on website.
 - Send thank you emails to speakers with evaluation summary.
- **Registration** (WPBC's website will be the primary vehicle for registrations)
 - Process meeting registrations made via the website.
 - Create a registration database for each event (relational to master database); enter registrations.
 - Prepare preliminary registration lists, email to committees and speakers as requested.
 - Prepare final registrations list.
 - Two days prior to meeting, send packet to host with sign-in list, registration list, name badges, CEU sign-in sheets, CEU attendance certificates, evaluation cards and sponsor sign. Committee will return packet after meeting.
 - After meetings, reconcile attendance records to create final attendance list.
 - In master database, enter meeting dates attended in individuals' records.
- **Evaluations and Reports**
 - Tabulate and summarize evaluation cards.
 - Provide evaluation summary to committee and board.
 - Add meeting information to Meeting Chronology database (date, topic, speakers, attendance, location).

Webinars (2 per year)

- **Webinar Committee**
 - Assist in committee member recruitment as requested.
 - Create/update committee roster, moderator guidelines, speaker guidelines, speaker confirmation and thank you emails, moderator instructions, etc.
 - Provide support and assistance as necessary, including participation in at least one committee meeting.
 - Draft planning timelines for each webinar.
- **Technical Services/Webinar Providers**
 - Negotiate and execute contracts with technical service providers.
 - Schedule and manage webinar services.

- Monitor live webinars, assisting the moderator and/or speakers as necessary.
- Post-event, review and approve invoices.
- Marketing and Promotion (no mailings)
 - Create one page fliers using program descriptions and speaker information provided by committee; submit to committee and chapter president for review and approval.
 - Create new event on website using program descriptions and speaker information provided by committee; post flier/brochure on website.
 - Compose and disseminate promotional broadcast emails to members via website.
- Speakers
 - Send confirmation emails to each speaker with Speaker Guidelines attached?
 - Follow-up on speakers' handouts; review for consistency with speaker guidelines and chapter policies; create .pdf version for distribution.
 - After meeting, post speakers' handouts on website?
 - Send thank you emails to speakers with evaluation summary?
- Registration (the website will be the primary vehicle for registrations)
 - Process webinar registrations made via the website.
 - Create a registration database for each event (relational to master database); enter registrations and payments.
 - Send confirmation emails to registrants with website access information and any speakers' handouts.
 - Prepare preliminary registration lists, email to committees and speakers as requested.
 - After webinars, reconcile attendance records to create final attendance list.
 - In master database, enter meeting dates attended in individuals' records.
- Evaluations and Reports
 - Prepare and administer an on-line evaluation of each webinar.
 - Tabulate and summarize evaluation results.
 - Provide evaluation summary to committee.
 - Provide final report to board, including attendance, financial report, and evaluation summary.
 - Add meeting information to Meeting Chronology database (date, topic, speakers, attendance, location).

Continuing Education

- Coordinate continuing education credits for attorneys, actuaries and CPAs attending chapter meetings and annual chapter conference.
- Obtain continuing education credits for insurance for annual chapter conference, completing and submitting application, fee and attachments, and providing post-event attendance records as required for compliance.
- Produce and mail Certificates of Attendance to those receiving insurance credits.

- Maintain records for audit by accrediting organizations.
- Create sign-in sheets for each chapter meeting offering continuing education credit.
- Create attendance certificates for each meeting.
- After every meeting, enter individuals' attendance records into annual CEU database (relative to Meeting Chronology database). As needed, follow-up to obtain bar association numbers, social security numbers, etc.
- At the conclusion of each calendar year, recruit an experienced actuary to identify programs offering core vs. non-core credits; edit CEU database accordingly.
- At the conclusion of each calendar year, mail individualized annual reports of continuing education credits earned to member actuaries.

Newsletter (four issues per year)

- Assist volunteer editor with planning for each issue, including production schedule and contents.
- Solicit job advertisements by broadcast email.
- Coordinate production schedule with graphic artist.
- Prepare and submit calendar of upcoming events; new members and member changes; chapter sponsors; and board members and committee chairs.
- Proofread up to three drafts of each issue, providing changes and corrections to editor and graphic artist.
- Post .pdf of newsletter on website; compose and send broadcast email to members with link to webpage.

Website

- Serve as chapter liaison to JCOP website committee. Participate in telephone meetings, review provider proposals and websites, and provide written comments and suggestions to improve functionality. Keep chapter president/board informed of developments.
- Create and edit chapter's web pages including board/committee chairs; member policies and Code of Conduct; membership information and dues; upcoming events; continuing education; job ads; chapter sponsors; and newsletters, meeting handouts and other downloads.
- Post job advertisements upon receipt; collect payment.

Chapter Sponsors

- Assist board/committee in identifying prospective chapter sponsors and developing appropriate sponsor benefits.
- Develop and update chapter sponsor forms including application, benefits and chapter policies.
- Serve as general liaison to sponsors, coordinating free memberships and other benefits, and obtaining sponsors' logos for publications as necessary.
- Develop and maintain chapter sponsor database (relative to master); provide reports to board/committee.
- Coordinate renewal of chapter sponsors at beginning of fiscal year. Draft and send emails and letters to new and prospective sponsors.
- Create and send invoices as necessary; follow-up on payment.
- Draft and send thank you letters to sponsors when payment is received.

- Post sponsor list on website by level (Platinum, Gold, Silver and Bronze).
- Coordinate assignment of Platinum and Gold level sponsors to meetings.
- Provide meeting details to meeting sponsors, obtain meeting representative names for announcements and registration list, and arrange for sponsor's display table.
- Create and coordinate production of sponsor sign for Brown Bag series.

Financial Management

- Maintain chapter bank and investment accounts, updating signature cards after changes in chapter officers.
- Coordinate transfers of funds between accounts as necessary to maintain adequate operating funds.
- Assist treasurer in preparing annual budget for approval by board of directors.
- Maintain accounting records using QuickBooks software.
 - Enter annual budget.
 - Prepare bank deposits, make copies and deliver to bank.
 - Review and approve invoices, preparing checks for treasurer's signature with appropriate documentation.
 - Prepare and send miscellaneous invoices with documentation as necessary.
 - Follow-up on payments due to chapter.
 - Reconcile bank and investment statements.
 - Prepare financial reports for board meetings, including balance sheet, accounts receivable report, accounts payable report and income/expense statement and assist in answering questions regarding the monthly report.
- Manually process miscellaneous credit card charges via website (chapter sponsorships, registration fees, member dues, etc.); email receipts.
- Compile year-end financial statements, bank statements/reconciliations, donation records, board list, corporate policies, and other documentation required for the preparation of tax returns.
- Coordinate preparation of annual tax returns by CPA, obtaining signature by officer, and filing with any required payments.
- Complete 1099/1096 filings for independent contractors.
- Order and maintain supplies such as checks, deposit slips and receipts.