

**Berman Center for Professional
Sales Eastern Kentucky University
Advisory and Ambassador Board
Bylaws**

Preamble

The purpose of the Berman Center for Professional Sales (BCPS) Advisory and Ambassador Board shall be to support, advise and guide the leadership of the Berman Center for Professional Sales in fulfilling its mission to provide professional sales education to students and professionals, equipping them with skills, knowledge and attributes to satisfy the needs of the market. In so doing, BCPS will elevate and advance respect for the role of sales professionals in business and recognize and promote the profession of sales. Providing these services will enhance economic development in our service area and will provide professional sales career opportunities for students. The components of the sales center at Eastern Kentucky University include:

- Programs, courses, and curricula for undergraduate and graduate students as well as executive education programs for professionals and small business owners
- Facilities to support the curricula
- Recruitment of students through public relations efforts, scholarships, internships and opportunities to participate at the regional and national levels in professional development and sales competitions
- Partnership development with sponsoring companies
- Support and recognition by university administration at all levels, as well as accreditation by the University Sales Center Alliance

To these ends, Individual partners serve on our acting in a vital and distinct mission-critical role for the Berman Center for Professional Sales. The Advisory / Ambassador Board Members partner with the leadership of the BCPS to provide behind the scenes guidance in a long-term, strategic advisory capacity through their service.

Advisory Board Members have a unique service and philanthropic opportunity to build the future of the sales profession, and to give back to a profession that has delivered so much to them. We seek those with laudable reputations and accomplishments in their chosen careers, which often include sales, as well as significant contributions to our community and profession more broadly. Advisory Board Members actively support the Berman Center for Professional Sales by providing time, input, and financial support.

Advisory Board Members review the Berman Centers' strategies and vision to provide guidance related to the internship and career processes involved in the Sales Minor and Marketing Major-Sales Concentration. They also provide guidance on strategies to build and sustain the center and amplify its impact.

Advisory Board members also mentor our Board Ambassadors, who are up-and-coming professionals working to develop leadership skills through lives of service and philanthropic commitment.

**ARTICLE I
Organization**

Section 1: Name

The name of the organization shall be the Berman Center for Professional Sales Advisory and Ambassador Board.

**ARTICLE II
Role of Advisory and Ambassador Board**

Section 1: Activities

Advisory and Ambassador Board Members support the Center for Professional Sales by providing their time, input and financial support. Advisory and Ambassador Board Members review and provide input related to the Center's strategies and help guide students through the internship and career process. This includes providing advice and assistance to the Center related to growing the Center's prestige, programs, enrollments, and financial base of supporters, as well as in anticipating and responding to the changing needs of business, society, and the sales profession.

Section 2: Objectives

To help guide the long-term strategic plan of the BCPS in accordance with its mission and the needs of our ECU Service Region and beyond.

To assist the BCPS in identifying the most pressing business, community, and economic development issues in our ECU Service Region and beyond.

1. To provide overall direction and expertise for the BCPS initiatives.
2. To serve in advisory and ambassador roles to the BCPS Executive Director, Program Manager and staff in identifying potential opportunities, projects and initiatives to advance the BCPS.
3. To help promote and advance the work of the BCPS as a resource for students, individuals, businesses, community organizations, governments, and non-profits.
5. To help attract and build foundation of advocacy and support for the BCPS

**ARTICLE III
Advisory and Ambassador Board**

Section 1: Selection and Membership

Eligibility. The Advisory and Ambassador Board shall be comprised of individuals with diverse and impressive educational, professional and sales experience with a commitment to The Berman Center for Professional Sales. New members shall be nominated by the Executive Director or Program Manager of the Berman Center Professional Sales with input and final approval from the Advisory and Ambassador Board. This process may occur at a board meeting or at other times using electronic correspondence (email).

Number. The membership consists of up to 15 members and be representative of the business community, with no more than 2 members representing the same company, institution, or other organization serving simultaneously on the Board. The Executive

Director, Program Manager, Chair of the School of Business, Dean of the College of Business and Technology and the Director of Development for the College of Business and Technology shall be ex-officio members.

Section 2: Terms

All members, other than those designated as ex-officio, shall be appointed for two years, and may be reappointed for additional terms. The maximum is three consecutive terms served. Those chosen to fill vacancies shall hold their membership until the expiration of the term of the original member whose vacancy they fill. Members completing their terms of appointment shall be invited to continue affiliation with the Board and be designated as BCPS' Honorary Associates. BCPS' Honorary Associates will be accorded all privileges of regular members except voting. It is expected that Board members will extend the professional courtesy of a resignation in the event that they are unable to actively participate in a minimum of two meetings per year. After leaving the Board, materials will be sent to former members until they no longer wish to receive them.

Section 3: Removal of Members

A member of the Advisory and Ambassador Board may be removed by a two-thirds majority vote of those present at a duly called meeting of the Board. Three consecutive absences may also result in termination of membership upon recommendation of the Executive Director, Program Manager, and Board Chairperson.

ARTICLE IV Governance

Section 1: Bylaws

The Advisory and Ambassador Board shall be governed by its Bylaws.

Section 2: Quorum

A quorum shall consist of one-fourth of the regular membership of the Advisory and Ambassador Board.

Section 3: Officers

Officers of the Advisory and Ambassador Board shall consist of a Chairperson and Vice Chairperson. In the case of absence or incapacity of the Chairperson, the Vice Chairperson will assume responsibilities until the return of the Chairperson.

Section 4: Elections and Terms of Officers

Officers shall be elected at a regularly scheduled meeting of the Board. Those receiving the highest number of votes for each office shall be elected. Terms of office shall be for two years, beginning July 1 and ending June 30. Officers may be reelected for an additional consecutive term.

Section 5: Voting

All members of the Advisory and Ambassador Board, other than those designated as ex-officio, shall be entitled to one vote. Approval of issues is determined by a simple majority of those casting a vote. Voting shall be by secret ballot if requested by one or more of the voting members present.

ARTICLE V

Meetings

Section 1: Meetings, Dates, Formats, Locations and Attendance

The Advisory and Ambassador Board shall meet between two and four times each academic year on a date announced by the Chairperson or the Executive Director. The annual meetings are generally hybrid hosted events so as to accommodate all Board members. A technology mediated modality of attending will provide access to those unable or electing not to meet in-person. Face-to-face attendance is encouraged for the Annual BCPS Awards Celebration. Normally, this will be hosted in September or October. Special meetings may be called by the Chairperson or the Executive Director with 30 days-notice to the membership. Selection of meeting dates and locations will be the responsibility of the Executive Director (or his/her designee) in collaboration with the Chairperson.

1. Advisory and Ambassador Board members are expected to participate in at least two board meetings per year, either virtually or in person, to remain in good standing.
2. Special Meetings. Special meetings of the Advisory and Ambassador Board may be held on an as needed basis upon recommendation of the Advisory and Ambassador Board.

Section 2: Agenda

A tentative agenda will be planned by the Chairperson and Executive Director (or his/her designee) at least 30 days prior to the meeting date. The tentative agenda for the meetings will be sent in advance to the Advisory and Ambassador Board members and other appropriate individuals for their input and addition of agenda items.

Section 3: Recommendations of the Advisory and Ambassador Board

All recommendations of the Advisory and Ambassador Board are advisory to the Executive Director for implementation at his/her discretion.

Section 4: Minutes

Minutes of each Advisory and Ambassador Board meeting shall be recorded and available to all members within 30 days after each meeting date.

ARTICLE VI

Amendments

Section 1: Recommendations

Any member of the Advisory and Ambassador Board may recommend changes to the Bylaws in an official meeting of the Board.

Section 2: Voting

The Bylaws may be amended by two-thirds of a quorum and ratification by the Executive Director at an official meeting of the Board.

ARTICLE VII

Finances

Section 1: General Provisions

It is recommended that a \$5,000.00, tax-deductible gift be given per year by each Advisory Board member, but there shall be no dues required for membership on the Advisory and Ambassador Board. Similarly, it is recommended that each Ambassador member on the Board will make a tax-deductible gift in the amount of \$600.00 to \$1200.00 per year. Any unrestricted monies received as contributions or gifts through the Board shall be deposited in the Eastern Kentucky University Foundation account of the Berman Center for Professional Sales Advisory and Ambassador Board Fund.

Revised: September 27, 2021