

## COMMITTEE AND SUB TEAM ROLES AND RESPONSIBILITIES 2017 - 2018

### Co-Presidents (CURRENT – Jeanne Gannon and Jan Perrino)

PURPOSE	ROLES AND RESPONSIBILITIES
Provide leadership to the Supplier Network BOD as well as gain and maintain McDonald's advocacy in support of our vision and strategic plan.	Advisory Support <ul style="list-style-type: none"> <li>• Provide leadership on the Supplier Network planning process</li> <li>• Provide counsel and direction on key initiatives; manage resistance</li> <li>• Attend bi-weekly BOD meetings</li> </ul>
	Leadership Support – <ul style="list-style-type: none"> <li>• Engage senior level McDonald's stakeholders</li> <li>• Clarify how SN links to McDonald's priorities and strategy</li> <li>• Clearly articulate SN's mission and reason for being (bring credibility to our tagline, "Linking great together")</li> </ul>
	Decision Making <ul style="list-style-type: none"> <li>• Counsel BOD on key initiatives (to avoid road blocks)</li> <li>• Provide timely decisions (if applicable)</li> </ul>
	Change Agents <ul style="list-style-type: none"> <li>• Engender trust</li> <li>• Act as agents for change by supporting SN initiatives</li> <li>• ID and develop successor(s)</li> </ul>

### FINANCE COMMITTEE (CURRENT – Shari Antonissen, John Borowski, Kim Coudreaut)

PURPOSE	ROLES AND RESPONSIBILITIES
Establish, maintain, review and communicate the revenue and expense budgets of the Supplier Network.	Create the annual Revenue and Expense Budget based on input from all Supplier Network teams as submitted to the Finance Committee
	Review all expenses of Supplier Network and execute budgeted and approved expenses; ensure expenditures in excess of \$2000 are discussed and voted upon by the Board of Directors
	Prepare monthly cash flow statements and review actual performance vs budget expectations
	Provide monthly financial updates to Board of Directors
	Interface with 3 <sup>rd</sup> party accountant
	Participate in discussions of the Board of Director's while providing financial input and guidance for Board of Directors' recommendations

### SECRETARY (CURRENT – Stephen Tzakis)

PURPOSE	ROLES AND RESPONSIBILITIES
Organizations are required by law and by custom to maintain certain records for several purposes, including: <ul style="list-style-type: none"> <li>• accurate recollection of decisions;</li> <li>• determination of eligibility to vote;</li> <li>• continuity of policies and practices; and</li> <li>• accountability of directors and officers.</li> </ul>	The Secretary is responsible for ensuring that accurate and sufficient documentation exists to meet legal requirements, and to enable authorized persons to determine when, how, and by whom the board's business was Conducted. In order to fulfill these responsibilities, and subject to the organization's bylaws, the Secretary records
	minutes of meetings, ensures their accuracy, and availability. The secretary will also tally attendance to ensure all board members are attending at least 75% of our board meetings per our by-laws. The secretary will report out on attendance every 6 months.

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### MARKETING and PROMOTIONS COMMITTEE (CURRENT – Morgan Faase, Lisa Gallagher)

PURPOSE	ROLES AND RESPONSIBILITIES
<b>Promote the Supplier Network and its mission through effective and visible communication</b>	<ul style="list-style-type: none"> <li>• Create and execute marketing strategic plan aimed at achieving Supplier Network objectives and goals</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide marketing collateral to help keep McDonald’s key stakeholders informed of the Supplier Network mission, goals, objectives and activities</li> </ul>
	<ul style="list-style-type: none"> <li>• Utilize social media to promote network benefits and activities in order to gain visibility and drive membership engagement and overall membership satisfaction</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide marketing material to support Annual Meeting and other SN events</li> </ul>
	<ul style="list-style-type: none"> <li>• Conduct interviews in order to provide content for “The Link”</li> </ul>
	<ul style="list-style-type: none"> <li>• Maintain marketing material to make sure it remains relevant (Cards, banners, sales collateral, etc)</li> </ul>
	<ul style="list-style-type: none"> <li>• Attend BOD meetings – Assist the Board as needed</li> </ul>
	<ul style="list-style-type: none"> <li>• Identify and develop successor to leader of Marketing/Promotions subteam</li> </ul>

### COMMUNICATIONS SUB TEAM (CURRENT – OPEN)

PURPOSE	ROLES AND RESPONSIBILITIES
<b>Manage and direct the Supplier Network’s internal and external communication messages to increase awareness and drive membership and engagement</b>	<ul style="list-style-type: none"> <li>• Develop a communication plan, target market and timeline</li> </ul>
	<ul style="list-style-type: none"> <li>• Develop communication guardrails to control and maintain consistency across all communication vehicles</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide effective and visible communication on activities, events and educational opportunities</li> </ul>
	<ul style="list-style-type: none"> <li>• Internal market (Supplier Network) - Produce a variety of written communication material including electronic newsletters, website articles, elevator speech, and push notifications, etc.</li> </ul>
	<ul style="list-style-type: none"> <li>• External market (McDonald’s Advocates) – Produce and distribute periodic (2 times per year) formal written updates to maintain alignment with key McDonald’s advocates (SCM, QS, O/O’s, etc.)</li> </ul>
	<ul style="list-style-type: none"> <li>• Attend BOD meetings; Assist the Board as needed</li> </ul>

### WEBSITE TECH (CURRENT – Michael Schallman)

PURPOSE	ROLES AND RESPONSIBILITIES
<b>Manage and maintain the digital platform for the Supplier Network to ensure ease of use.</b>	<ul style="list-style-type: none"> <li>• Manage and monitor technical infrastructure to ensure ease of use</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide guidance and advice to SN Board as to the easiest &amp; most efficient ways to accomplish technology related goals</li> </ul>
	<ul style="list-style-type: none"> <li>• Communicate with various other Sub Teams to move updates from proposed &amp; scheduled to posted &amp; communicated for the entire network to view</li> </ul>
	<ul style="list-style-type: none"> <li>• Work with DMS to implement change(s)</li> </ul>

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### MEMBERSHIP COMMITTEE (CURRENT – Carolyn Quinlan, Cara Hughes, Keith Franzen)

PURPOSE	ROLES AND RESPONSIBILITIES
To develop and implement recruitment strategies to meet agreed-upon goals, promote membership benefits.	<b>Recruitment</b> <ul style="list-style-type: none"> <li>• Develop and implement strategies for recruiting new members                             <ul style="list-style-type: none"> <li>○ Monthly recruitment communications (e-mail)</li> <li>○ Targeted recruiting, leveraging relationships, councils, etc.</li> </ul> </li> </ul>
	<b>Renewing Existing Memberships</b> <ul style="list-style-type: none"> <li>• Develop and implement strategies for renewing existing memberships</li> <li>• Personal follow-ups with upcoming renewals from someone on the committee</li> </ul>
	<b>Membership Benefits</b> <ul style="list-style-type: none"> <li>• Work with Marketing and Communications to promote and achieve awareness of membership benefits</li> <li>• Leverage the e-brochure when meeting and/or discussing the Supplier Network</li> </ul>

### Membership - DIVERSITY SUBTEAM (CURRENT – Cara Hughes) ON HOLD?

PURPOSE	ROLES AND RESPONSIBILITIES
The purpose and goal of the Diversity Sub team is to make sure that diverse suppliers are included in the network and supported.	<b>Recruitment</b> <ul style="list-style-type: none"> <li>• Focus on getting the word out to minority suppliers</li> <li>• Leverage SN or diverse McD's events (WON, NBMOA, ETC) to attract diverse members</li> <li>• Recruit and convert to members</li> </ul>
	<b>Understand the needs of Diverse Suppliers</b> <ul style="list-style-type: none"> <li>• Survey diverse suppliers to understand what their needs are so that we can develop a plan to meet them.</li> </ul>
	<b>Renewing Existing Memberships</b> <ul style="list-style-type: none"> <li>• Develop and implement strategies for renewing existing memberships</li> </ul>

### EVENTS COMMITTEE – (CURRENT - Karen Gleason and Caitlin Costello)

PURPOSE	ROLES AND RESPONSIBILITIES
Develop robust series of events and programs that are meaningful/educational to the supplier community and McDonald's stakeholders. Focus on education about McDonald's System processes, professional development and networking.	<ul style="list-style-type: none"> <li>• Solicit events</li> <li>• Coordinate events                             <ul style="list-style-type: none"> <li>○ Direct the content</li> <li>○ Secure the location</li> <li>○ Coordinate communication for the website and invite with Network management company</li> <li>○ Present gift, write thank you</li> </ul> </li> <li>• Assess and submit annual budget</li> </ul>
	<b>Potential Programs</b> <ul style="list-style-type: none"> <li>• Mentoring                             <ul style="list-style-type: none"> <li>• Identify program coordinators upon completion of program needs</li> </ul> </li> <li>• Create framework for a robust, sustainable program Create tool box for suppliers to support crew                             <ul style="list-style-type: none"> <li>○ This would include a number of different programs</li> </ul> </li> <li>• Educate supplier base</li> <li>• Determine goals for program</li> </ul>

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### **BY LAWS AND LEGAL COMMITTEE (CURRENT - Jeanne Gannon, Jan Perrino, Lisa Gallagher)**

PURPOSE	ROLES AND RESPONSIBILITIES
Develop and maintain by laws. Ensure organization is working within the guidelines of the by-laws. Manages legal counsel relationships, documentation and representation	By-laws <ul style="list-style-type: none"> <li>• Ensure meetings, events, programs, and communications adhere to the by-laws</li> <li>• Reinforce by-laws in regards to board structure, roles, annual meetings, membership, board tenure</li> <li>• Revisit by-laws with Board annually                             <ul style="list-style-type: none"> <li>○ Determine if the by-laws should be modified or require additional content</li> <li>○ Work with legal counsel on updates, modifications</li> </ul> </li> </ul>
	Legal Representation <ul style="list-style-type: none"> <li>• Manage legal counsel relationship and fees</li> <li>• Manage legal counsel representation at meetings and events</li> </ul>
	Legal Documents <ul style="list-style-type: none"> <li>• Work with SN committee requiring documents (i.e., anti-trust statements)</li> <li>• Meet with legal counsel to develop requested documents</li> <li>• Submit SN Board Meeting Agenda to legal counsel for review</li> <li>• Submit SN Board Meeting Notes to legal counsel for review</li> </ul>

### **DMS (CURRENT – Kim Coudreaut and Ilana Speckmann)**

PURPOSE	ROLES AND RESPONSIBILITIES
To support/manage & maintain the logistics of the Supplier Network Association.	Manage and liaison with vendors supporting SN i.e.: Accountants, Website, facilitators etc. Create bi-weekly updates; quarterly reports for finance committee.
	Process, manage and maintain membership records, accounts payable and accounts receivable. Create bi weekly membership updates for committee
	Maintain and manage the website contents as directed by the Board of Directors Maintain and manage the implementation of website updates and upgrades
	Participate in bi-weekly BOD meetings & quarterly Exec Board meetings Maintain data on BOD responsibilities and deliverables
	Create and send weekly update emails to the membership and potential members
	Maintain data collection of all website use and event attendance
	Event planning and execution as directed by event committee- specifically Annual Meeting Assist in coordinating Supplier Summit event Source & schedule bi-weekly BOD meetings Source, schedule & manage monthly power hours. Coordinate and manage photographer for events and power hours. Prepare, send, and report post event surveys
	Prepare and send event facilitator notebooks and thank you cards post event. Create and manage registrations and calendar invites for all SN events and send out applicable information Assist with creation of event flyers
	Send monthly member renewal reports to membership committee Correspond with membership and potential members as needed.