



## **Welcome**

This booklet is intended to answer your questions about the Executives Association of San Francisco. We hope you find it useful, and welcome any comments you might have.

## **History**

The Executives Association of San Francisco (**EASF**) is the oldest continually operating business network in the world. It was founded in 1916 as The 100% Club<sup>®</sup> by a small group of business executives who wished to meet to exchange business and business leads with each other. For more than 75 years, **EASF** has been an active body of business people, surviving two world wars, business set-backs and depressions.

From the original San Francisco chapter, the Executives Association movement has branched to some 80 cities throughout the United States and Canada, plus chapters in London, Rhodesia, South Africa and Australia. These associations are autonomous, but allied in goals and spirit.

**EASF**, in conjunction with other Executives Associations, founded the International Executives Association (**IEA**) to facilitate the exchange of business information with other senior-level executives, establish contacts in other cities and expansion into new markets, encourage local and foreign trade expansion and facilitate cooperative business methods. Besides hosting an annual conference, **IEA** maintains contact with its members via the Internet. All **IEA** members and their individual members are listed on their website.

## **Objective**

The principal objective of the Executives Association of San Francisco shall be the maintenance of an organization of leading San Francisco businesses, each represented by one of its executives, for the mutual benefit of all." So stated in the original charter, this objective stands strong more than 75 years later.

## **Motto**

*"Remember a member, first.* Members are expected to support business exchange whenever possible, and in any other way to advance the business of the association and individual members. While members are not required to use the services of each member of **EASF**, they are obliged to grant members a fair chance to bid for their business and are expected to extend a top priority policy in their dealings with other members.

## **Structure**

The association is a nonprofit corporation, designated as business league by the State of California. Monthly dues include meals. Guest lunches, raffle tickets and special events are billed to a member's statement. Off-site events are planned as self-supporting; some may require an additional nominal charge.

The Board of Directors function is to grant business classifications, rule on new applications and category

conflicts, review finances, enforce the by-laws and plan special events. The Board meets monthly; these meetings are open, and members may attend upon request.

Directors are elected annually by the membership for two-year terms. The Executive Board (president, vice-president/CFO and secretary/treasurer) is elected by the directors for one-year terms. An Executive Director is hired to manage the day-to-day affairs and execute board directives.

### **Participation**

The principal objective of **EASF** is the exchange of business and business leads. This objective is best met when all members participate. Besides direct business exchange, members' services should be remembered when recommending products or services to a friend or business associate outside the organization.

### **Attendance**

Active Members are expected to attend the weekly meetings, not only for their benefit, but for the benefit of members who may wish to use their services. Active Members may designate an Associate Member to attend occasional meetings on their behalf. The Associate Member should hold a senior position within the member's company, as other members expect to deal with executives. Unofficial alternates may represent a member only on rare occasions.

Members need not RSVP to the Association office for each weekly meeting unless neither the Active nor Associate Member can attend. Reservations are necessary for all off-site meetings. Attendance at off-site events is encouraged, but not required.

During their first six months, new members are expected to maintain 80% attendance. After that, members are expected to attend at least 6 out of 12 meetings per quarter (50% attendance). Members who do not meet these standards risk their category's participation, and censorship by the Board.

### **100% Club**

Members with perfect attendance during a quarter are inducted into the 100% Club. Additional honors go to those who continue perfect attendance throughout the year. Members of the 100% Club with one full year of perfect attendance are awarded an annual Red Star on their badge. A Gold Star represents five years of perfect attendance.

### **Name Badges**

New members sport yellow badges for their inaugural year of membership. Designated Associate Members are also assigned a badge.

### **Lapel Pins**

Members receive their Executives Association lapel pin, which they are expected to wear whenever possible, but particularly at the weekly meetings. Pins are issued to Active and Associate Members only. Replacement pins may be obtained from the Association office.

### **Craft Programs**

Members are required to host a Craft Program each year or as their turn comes up in rotation. The Program Chair will help schedule your presentation. A member may present a Craft Program about his/her

company's products and services, host a visitation at his/her business or sponsor an outside speaker.

Guidelines for Craft Programs are available from the Association office. Food and beverages for visitations are paid by the Association. Outside speakers and their topics must be approved by the Program Chair, and should never be of a political nature or conflict with other members' classifications.

### **Luncheon Check-in**

Someone is normally available at the reception desk to register attendance and sell raffle tickets. Once a month when the Board of Directors meets, the check-in table will be unstaffed for a brief period of time. When this occurs, members should sign themselves and their guests in and, if there is a raffle prize, indicate if they have taken tickets.

### **Raffle Prize**

Occasionally, the Association provides a raffle prize, often purchased from a member business. It is an excellent way for members to showcase their products or services. Members should let the Executive Director know if they have an appropriate item.

### **Table Tiles**

Table tiles are sometimes used at meetings to encourage a fresh mix of table partners. A few seats at Table One are reserved for the president of the Board and that meeting's program host.

### **Roll Call**

Roll Call at each meeting enables members to thank other members for business or leads. Each member contributes to "the hat," with proceeds to the Association's general fund. Thanks may also be published in the weekly Bulletin. During each meeting, an Open Mike is available to announce company sales promotions, request referrals, or announce anything of interest requiring more than a few minutes.

### **Hat Runner**

Each week, the member responsible for the following week's Craft Program acts as the Hat Runner during Roll Call. Circulating the room, the Hat Runner collects a donation from each member. The Hat Runner's gavel is used to admonish those who speak too long.

### **Door Prize**

Each week, the Craft Program host supplies a door prize, randomly awarded to an attending member. The prize is often one of the company's products or represents one of its services. In addition, if the winning member is wearing his/her Executives pin, the member also wins a bottle of wine.

### **Guests**

Guests are welcome at all functions unless otherwise announced. Reservations must be made at least 24 hours in advance through the Association office. The guest's meal will be added to the hosts billing statement. Members should introduce their guest during Roll Call. If a guest's business conflicts with another member's category, their business affiliation must be excluded during the introduction.

### **Prospective Members**

Members are encouraged to seek other companies who would enhance and expand Association goals. The Association depends on existing members to introduce appropriate companies for membership. Most

people decide to join a group or association because a member of that group took the time to tell them about what that organization had to offer. No other form of member solicitation can ever match a member's recruiting power.

Membership is open to any qualified business firm doing business in San Francisco that is not in direct competition with an existing member. When inviting a potential member, please call the Association office first so they may mail a membership brochure to your guest.

Remember to be sensitive to categories held by other members. If you have any questions about someone's eligibility, contact the Association office or a Board Member. Final decision regarding the appropriateness of the prospective member rests with the Board of Directors.

A prospective member with preliminary clearance may attend a meeting after giving the Executive Director 24 hours' notice. The sponsor is expected to escort the prospective member to the meeting and introduce him/her to members. While the prospective member's two initial lunches are gratis, raffle tickets or drinks are the responsibility of the sponsor.

If the prospective member joins the Association, the sponsoring member assumes the role of mentor, introducing him/her to the group at the initiation, helping him/her to meet other members at meetings, assisting in learning the routines and traditions, and introducing him/her at the Craft Programs.

### **Membership Directory**

The Membership Directory lists each member's specific services/products and detailed information about the member and their company. This Directory is intended for members only. A promotional directory is also published which is intended as a marketing tool to promote these companies to non-Association members.

### **Bulletin**

Published weekly, the Bulletin features announcements, meeting notices, thanks to and from members and Craft Program recaps. Members are encouraged to use the Bulletin for ads, personal messages or company announcements. Inserts are also welcome, after being pre-arranged with the office.

### **Mailing Lists**

Members are encouraged to send promotional materials or announcements directly to other members. Contact the office for a membership list on either pressure-sensitive mailing labels or computer disk, at no charge.

We encourage you to visit our website for more current information. [www.sfexecs.com](http://www.sfexecs.com)