



**Electronic Retailing Association**  
*Leaders in Direct-to-Consumer Commerce*

**GUIDE FOR NOMINEES  
FOR ELECTION TO THE  
BOARD OF DIRECTORS**

**Drive, grow and shape the future of electronic retailing.**

**Congratulations!**

We are delighted to learn of your interest in serving on the Board of Directors of the Electronic Retailing Association (ERA). Your desire to do so illustrates your commitment and dedication to our industry and to ERA.

The information contained in this booklet is designed to provide you with an accurate appraisal of the role that ERA Board members play. It is also intended to give you a clear understanding of the candidate selection process. If you have questions about the process or the materials to be submitted, please don't hesitate to call Kim Paulett at 703-841-8288 or [kpaulett@retailing.org](mailto:kpaulett@retailing.org).

**Included in this booklet you will find:**

- **Qualifications and Commitments**
- **Timelines for Nominating Process**
- **Guidelines for Letter of Intent**
- **Key Components of a Résumé**
- **Guidelines and Form for Nominee Statement**

## QUALIFICATIONS AND COMMITMENTS

Review the Qualifications and Commitments listed below to evaluate your ability to fulfill the responsibilities required of ERA directors.

### **Responsibilities**

A director, with other Board members, establishes ERA policies and priorities based upon the Association's mission, values and vision; represents member needs; ensures the financial stability and growth of the association; and promotes the direct to consumer industry generally.

### **Qualifications**

- Knowledge, experience and demonstrated commitment to ERA through service to ERA task forces and /or committees
- Current direct to consumer/direct response industry experience; strong awareness of issues and relationships; and new emerging trends affecting the business
- Secure in own abilities, able to contribute beyond personal development
- Skilled in multi-dimensional thinking and analysis
- Interpersonal relations skills; approachable, savvy, an ambassador who personally values and respects other people
- Visionary- open to new ideas, able to prioritize and consider future directions; has a clear view of the future
- Objective- evaluates the ideas of others
- Mentor- willing to invest in others, inspires confidence and enthusiasm
- Knowledge of fiduciary role of a governing body; able to learn the role
- Integrity- establishes and maintains a personal code of conduct that serves as a model for others
- Support from employers/colleagues for the time and financial commitment required

### **Self Appraisal**

To help you achieve a better understanding of your own motivations consider the following questions:

1. Why do I want to serve as an elected leader of ERA?
2. Am I willing to sacrifice time, money, and other goals?
3. Will my health and spirit withstand the barrage and demands?
4. Do I have adequate support and understanding from my own organization and family?
5. Am I emotionally fit to withstand the jealousy, fears, criticism, etc. of others, including my peers?
6. Can I take disappointment without blaming others?

7. Can I communicate effectively? Can I deliver the message to others?
8. Can I subordinate my personal biases to respond to the needs of the entire membership and organization?
9. Can I identify with, and work with, the staff as a team member?
10. Can I relinquish authority and control when my term of service has ended?

#### **Travel Commitment**

- Four to five one day Board meetings each year. Usually one meeting in New Orleans/Washington, D.C. / Los Angeles, and at annual ERA D2C Convention in Las Vegas. A conference call is usually convened 2-3 times each year.
- Miscellaneous assignments of one or two days in duration as the need may arise.

#### **Time Commitment**

Directors are elected to two or three year terms. Sometimes it is necessary to fill an unexpired director's term of one or two years. Note: Retailers are elected to three year terms. Suppliers are elected to two year terms.

- May require 1-2 hours a week depending upon need and current circumstances, and in some cases more time might be required.
- Phone calls, conference calls, reading, etc.
- Directors serve as liaisons to ERA Committees and Task Forces and are expected to maintain communications in this regard.
- Directors receive periodic e-mails from ERA containing briefings, memos, and correspondence, some of which may require responses.
- Review Board meeting agenda and supporting material prior to each Board meeting.
- Review minutes of board and committee meetings.

#### **Social Time in Conjunction with Meetings**

Additional activities or meetings are often called during Board and committee meetings. Please consider this when making personal plans during the time around meetings. It is often difficult to predict the need to convene a quick meeting.

#### **Expense Reimbursement**

Directors serve at their own expense and are expected to assume the cost of travel and lodging.

### **Timelines for Nominating Process**

The task of leadership development is a year round activity at ERA. If you wish to be considered for election to the Board of Directors you may express your interest at any time. You will receive a copy of this booklet in response.

The Nominating Committee begins the work of identifying candidates for nomination for the ensuing fiscal year of ERA in the Fall of each year. To be considered among the next group of candidates, your completed materials must be received by ERA by April 1, 2010.

- The Nominating Committee evaluates candidate submissions from February-May.
- Nominees will be notified following consideration by the Nominating Committee.
- ERA members are notified of the proposed slate of nominees for election following the final role of the Nominating Committee.
- The election takes place by electronic ballot in June.
- Directors-elect are invited to attend the Las Vegas September Board meeting Sept. 21-23, 2010.
- Installation of officers and directors for the ensuing year takes place at the ERA September Board Meeting and newly elected directors attend the Board Meeting during that same Annual Meeting.

### **Nominee Summary Sheet**

This form, found on the last two pages, is a cover sheet for the materials you submit. Please fill it out completely. State your name as you would want it to appear in all official references. Include on this form three professional references, their addresses and phone numbers. One of the three should be an ERA volunteer leader to which you have contributed in the past five years.

### **Guidelines for Letter of Intent**

In the letter of intent, include your acceptance of consideration for nomination, give ERA permission to contact your references, and state your reason(s) for wishing to be considered for election as a director of ERA.

### **Key Biography Components**

Please enclose a current biography. If your biography does not include the following key components, please attach an addendum to include the missing items. All key components must be addressed in your biography or the addendum.

If you are selected as a candidate for election, information will be summarized from your biography and presented to the membership with the announcement of your candidacy.

1. Name
2. Formal education
3. Work Experience: list employer name, city/province, state, your role/title, and dates of employment. Include current and past positions. Include up to five leadership roles in your workplace that you've held in the last two years.
4. Professional associations, community service: List all membership and leadership roles in national and local associations and organizations, as well as dates of membership. This includes all leadership roles held in ERA.
5. Articles published; presentations made: List all articles that you have authored and presentations that you have made. Attach copies of articles if possible.
6. Awards and Honors
7. A high resolution professional photograph of yourself in .tif, .eps, or jpg

### **Nominee Issue Statement**

Submit a written statement about a major issue facing the direct to consumer/direct response industry today, including your approach or suggestions for addressing the issue, including what role, if any, you might see for ERA to play. This statement, limited to 200-250 words, will be used by the Nominating Committee to evaluate your:

- Current awareness of vital industry issues ; and
- Leadership ability related to your approach or suggestions for addressing the issue.

**NOMINEE SUMMARY SHEET**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip/Mail Code \_\_\_\_\_

Telephone: Work ( ) \_\_\_\_\_ Home ( ) \_\_\_\_\_

Fax ( ) \_\_\_\_\_ E-Mail \_\_\_\_\_

If it is necessary to contact you by telephone, when is the best time to reach you and at which number?

\_\_\_\_\_

Professional References: (Please list at least one ERA Volunteer Leader, Committee Chairman, ERA current or past Board members, etc.)

\_\_\_\_\_

1.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip/Mail  
Code \_\_\_\_\_

Telephone: Work ( ) \_\_\_\_\_ Home ( ) \_\_\_\_\_

Fax ( ) \_\_\_\_\_ E-Mail \_\_\_\_\_

2.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip/Mail

Code \_\_\_\_\_

Telephone: Work ( ) \_\_\_\_\_ Home ( ) \_\_\_\_\_

Fax ( ) \_\_\_\_\_ E-Mail \_\_\_\_\_

3.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip/Mail

Code \_\_\_\_\_

Telephone: Work ( ) \_\_\_\_\_ Home ( ) \_\_\_\_\_

Fax ( ) \_\_\_\_\_ E-Mail \_\_\_\_\_

List ERA based activities such as committee involvement.

What should ERA be doing, not doing, or doing differently to enhance services and programs for ERA?

Honor Statement:

I attest that all of the information I have provided to be used in the candidate selection process is true and verifiable.

Signed \_\_\_\_\_

**Checklist of what to return:**

- o Summary Sheet
- o Letter of Intent
- o Resume
- o Issue Statement

**Deadline for receipt by ERA is April 1st.** Send to Kim Paulett at [kpaulett@retailing.org](mailto:kpaulett@retailing.org). Please contact Kim at 703-841-8288.