



Floral Council

Council Objective: The Floral Council members provide input and guidance to help develop and deliver year-round global floral member value and work to grow and engage the floral community within PMA.

Council Member Prerequisites:

- Must be well connected and influential within the mass market floral industry
- Committed to help the Council obtain its objectives to grow the floral membership base and create member value
- Must actively participate and provide feedback throughout the year, including in person at meetings, or by e-mail or phone
- Ensure council deliberations remain confidential unless otherwise stated

Roles and Responsibilities:

To build year-round floral member value, Council members will focus their time and energy towards meeting goals around membership growth and value development through:

- **Assuring Membership Growth:** Actively recruit and retain members through direct contact with prospects and current members
- **Annual Event Planning:** Provide input and champion the annual networking/education events to achieve overall strategic financial, educational and networking goals
- **Member Value Development:** Provide information, validation and project management necessary for the development of new value offerings that add to the value of membership
- **Leadership Commitment:** Prepare for, and participate in, discussions and deliberations of the Council

Estimated Time Commitment and Meeting Format:

- Preparation for and participation in two in-person meetings annually, as well as conference calls as needed
- Allocation of time to meet with or contact current and prospective members

Term Limits:

- Council member serves for three consecutive one-year terms

Relationship with Other Leadership Groups:

- Reports directly to the PMA Board of Directors

Volunteer Expenses:

- Travel and lodging expenses (such as airfare, ground transportation, lodging, etc.) associated with attending council meetings will be the responsibility of the council member