

## **HPRCSC Business Interaction Guidelines**

The HPRCSC Board of Directors occasionally receives requests from external groups wishing to communicate with our membership. The following statements are intended to offer guidance when such requests are received. In these statements, the word “business” implies a group or person operating for profit, while the word “organization” implies a non-profit or public service group.

### **1) Newsletter advertisements:**

The Surf & Turf Newsletter is a communication tool that focuses on the activities of the club members and therefore business advertising is not permitted. From time to time a newsletter article about a member may mention a product or a service, made by or enjoyed by the member and further mention that the product /service is available to the general public. Within this context, the article may refer the reader to the website or other source for more information. Examples might include member-created artwork or craft, or a member-owned vacation condo available for rent.

While notices from organizations may be more aligned with the stated purpose of the Newsletter, there is a trade-off to be made in terms of space, focus, and the time of the Editor. As such, these notices are likewise generally not included in the newsletter.

### **2) Direct mail or email contact:**

It is the policy of the HPRCSC board to not provide our membership roster or email list to non-members. We do not support or approve of businesses or organizations contacting our members through our membership lists, in any way.

### **3) Indirect contact:**

Requests by businesses and organizations to invite HPRCSC members to attend a presentation and/or event may be submitted to the HPRCSC Board for approval. If the Board judges the event would be of interest to general membership, and is not in conflict with planned HPRCSC activities, and there is sufficient lead time to communicate the event, the Board may choose to forward the invitation to the Club membership. The presentation subject or activity must have some associated relationship to the purposes of the Club.

Examples include:

- Insurance agents asking to invite HPRCSC members to a presentation on long term care programs.
- Addison Avenue asking to invite HPRCSC members to attend a brown bag or catered lunch at HP on retirement planning.

#### **4) Speakers**

Requests by businesses or organizations to speak at monthly meetings, picnics or other general membership events are generally not seen as fulfilling the objectives of the Club and are discouraged. Furthermore, using a club gathering to promote sales by a single business is specifically prohibited.

However, a request to present or display information on a topic which may be of general interest to a majority or subset of the members may be taken under review by the Activities Committee. The Activity Committee must then present the request to the Board for approval, at which point a specially scheduled meeting or seminar may be held for the interested membership. Examples include:

- A speaker on emergency preparedness, describing emergency kits for sale from a variety of manufacturers.
- Addison Avenue asking to talk to members about their programs.

An Interest Group may, at their discretion, specifically request a business or organization representative to give a presentation to the group members, without the approval of the Board.

#### **5) Displays**

Certain activities or interests of general importance within the community may warrant the BOD authorizing a presence of representatives from the sponsoring business or organization to display awareness information and posters at major club events such as the Picnics and Annual Meetings. In these instances, the representative(s) would not address the event attendees as a whole, but would only interact with those members who approached the information display. Examples include:

- Information on Disaster Preparedness published by community organizations or services
- The “Community Emergency Response Team” (CERT) program available in many area cities.
- Volunteer opportunities within the community.
- Information from a travel agent on a club member activity such as the Cooking Group’s Cooking Cruise in February aboard Holland America’s Oosterdam and hosted by Phillis Carey