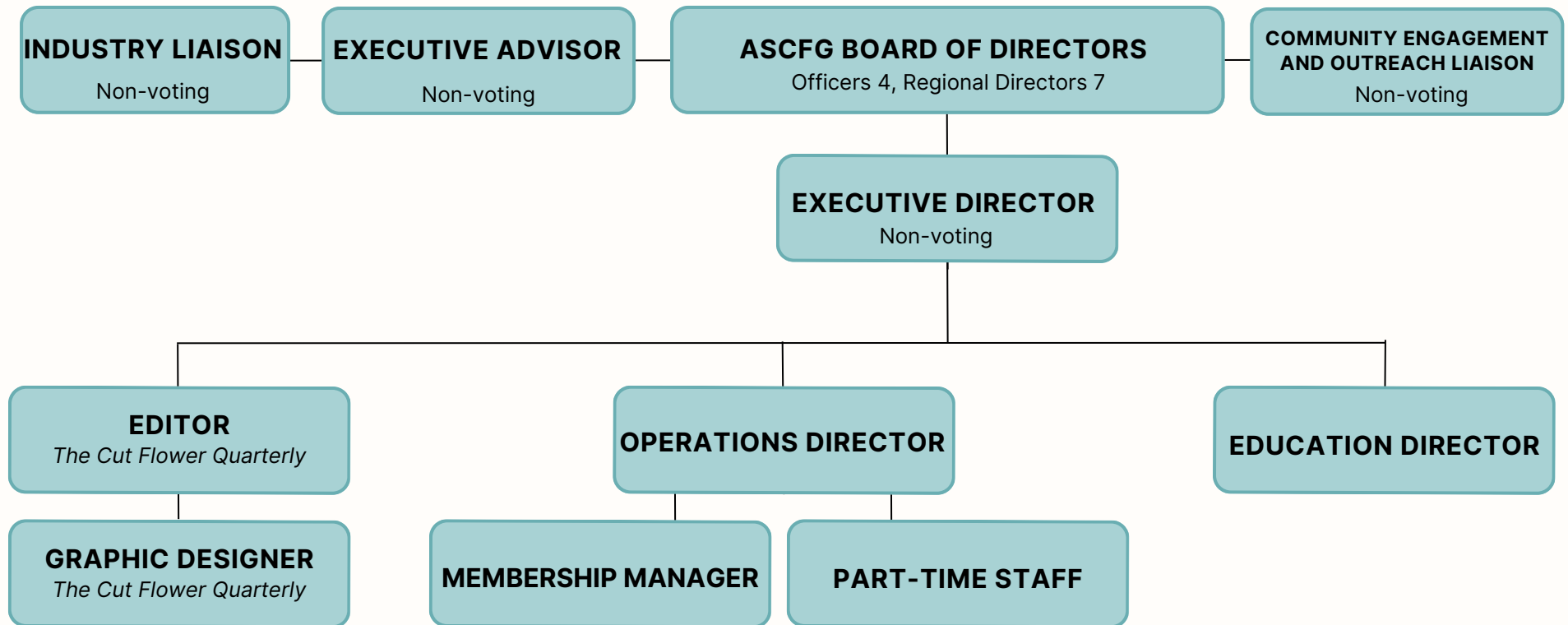


A dense field of flowers, primarily purple aster-like flowers with many thin petals, and several pink coneflowers with prominent orange-brown centers. The background is a soft-focus green, suggesting foliage.

ASCFG Board of Directors & Staff Roles & Responsibilities

ASCFG ORGANIZATION OVERVIEW



The ASCFG Board of Directors consists of the elected Officers and Regional Directors, the Executive Director, Executive Advisor, Industry Liaison, and Community Engagement & Outreach Liaison. The Executive Committee consists of four Officers, Executive Director, President, Vice-President, Treasurer, Secretary, and Executive Advisor.

The Officers and Regional Directors are elected to serve 3-year terms, with a maximum of two consecutive terms in the same office. The Executive Advisor is appointed by the Board for a 3-year term with no limit to the number of terms. The Industry Liaison and Community Engagement & Outreach Liaison are selected by the Board for a 3-year term with no limit to the number of terms. The Executive Director is a full-time ASCFG employee, reporting to the Board of Directors.



President

- Work with the Board and Staff to chart the course for the ASCFG.
- Plan, coordinate, and preside at all meetings of the Board, general meetings of the organization and conferences.
- Follow up with Staff and Board members after meetings to ensure that commitments are completed.
- Guide and mentor Regional Directors.
- Promote the ASCFG.
- Serve as chair of the Executive Committee.
- Candidates for President must have served on the Board for at least a year prior to their nomination.



Vice President

- Identify and cultivate members for future Board positions.
- Chair the Nominations Committee.
 - After the Board approves the slate of candidates for each election, the Vice President contacts each potential nominee to ensure inclusion on the slate and provides copies of the Duties and Responsibilities documents. When the election is closed, and ballots have been tallied, the Vice President contacts the winners and non-winners.
- Serve as interim for President, if necessary.
- Serve on the Executive Committee.
- Candidates for Vice President can be any member in good standing and meeting the qualifications, without previous experience on the Board.



Treasurer

- Work with Board and Staff to develop and communicate the long-term financial goals for the organization.
- Work with staff to manage ASCFG finances.
- Review income statements and balance sheets, and present to the Board at meetings.
- Work with President and Staff to adapt budget, if necessary.
- Serve as Chair of the Finance Committee.
- Serve on the Executive Committee.
- Candidates for Treasurer must have served on the Board for at least a year prior to their nomination.



Secretary

- Take comprehensive meeting minutes of all Board of Directors meetings, distribute to Board and Staff.
- Assist in creating other Board communications as needed.
- Serve on the Executive Committee.
- Candidates for Secretary can be any member in good standing and meeting the qualifications, without previous experience on the Board.



Regional Directors

- Serve as the liaison between the Board and the Region's members, and among the members of the Region.
- Actively promote ASCFG membership and whenever possible, represent the ASCFG at local grower's meetings and events.
- Actively participate in Board of Directors and committee meetings, and projects associated with them.
- Attend and assist with the National Conference, farm tours and other events. Travel expenses are supported by the ASCFG.
- Write four Regional Reports a year for *The Cut Flower Quarterly* magazine.



Executive Director

- The key management leader of the ASCFG.
- Oversees the strategic and operational efficiency of the ASCFG's programs, policies and Staff, while ensuring the organization operates in alignment with its vision, mission, and values.
- Key responsibilities include board governance, financial oversight, mission and strategy, organization operations, and communications and external relations.
- Reports directly to the Board of Directors.



Operations Director

- Key Operations Leader – Directs the overall operations of the ASCFG, ensuring that processes, procedures, and resources are efficient and aligned with and supporting the mission and goals of the organization.
- Membership Management - Directly oversee the association's membership operations and staff, developing processes, policies, and programs to deliver a positive membership experience.
- Financial Management - Administer the maintenance, review, analysis, and reporting of ASCFG financial matters.
- Marketing and Promotions – Oversee and implement the ASCFG's internal and external marketing, advertising, and promotion programs.
- Works closely with the Executive Director, Education Director, Board of Directors and committees to ensure the strategic goals of the ASCFG are met.
- Reports directly to the Executive Director.



Education Director

- Work collaboratively with ASCFG Staff and Board to design and implement the association's education programs, resources, and events.
- Using member feedback and data, develops, implements and evaluates a selection of offerings for growing, harvesting, marketing cut flowers and managing a cut flower businesses.
- Chair the Education Committee.
- Ensure the overall direction of educational activities are directly informed by member needs to contribute to the continual professional growth of ASCFG members.
- Identify and implement initiatives that facilitate access to cut flower farming education and professional growth by members of underserved and historically marginalized communities.
- Reports directly to the Executive Director.



Executive Advisor

- Non-voting member of the Board and serves on the Executive Committee.
- Essential role as counselor to the Board, providing context and continuity across time and various Board administrations.
- Advise the Board on matters of research, extension and academics, grower grants, scholarships and meetings.
- Assist with educational programming and outreach.
- Serve on the Finance and other committees.
- Actively participate in Board activities and events.



Industry Liaison

- Non-voting member of the Board.
- Serve as the connection to the greater international and North American commercial floral industry.
- Advise the Board on networking between growers and the industry.
- Actively participate in Board activities and events.