

## GENESIS COMMERCE CLUB INCORPORATED

### CLUB MEMBERS OPERATING MANUAL

#### STATEMENT OF PURPOSE

The purpose of the Genesis Commerce Club Incorporated is to provide a forum where members promote their business. Members refer their clients to each other and learn to be effective advocates for each others business. The club will also promote business education and personal development of members.

#### STATEMENT OF PRINCIPLES

Members of our club are business people who are honest, dependable and professional. We undertake to provide excellent service to other members and the clients they refer. We promise to maintain high standards and to assist each other in business.

#### MANAGEMENT OF CLUB

The club will be steered by a Management Committee that will ensure the running of the club in accordance with the Club Constitution & the Genesis Commerce Club manual (this document), the Management Committee Manual and the wishes of the general membership. The Committee meets quarterly to discuss Club business.

#### MEMBERSHIP OF THE CLUB

The club is comprised of individuals who own or operate businesses in South Australia. Each member has a unique membership category, i.e. their business/occupation/industry. No two members may promote the same or similar occupation or business. The members come together to exchange business opportunities and referrals.

#### RULES

Members are required to attend the club meetings, see guidelines re attendance requirements.

A member shall only promote a single business within the structure of the club meetings. Only one person, or their delegate, can occupy a membership category.

#### GUIDELINES

The following guidelines are to inform the member of what is expected of them as a member of the club.

#### Decorum & Standards:

- The caliber of members and the professional way meetings are conducted are the benchmarks by which visitors and new members will judge our club. To this end the following standards are to be observed:
- Neat casual dress or business attire is required at the meetings.
- Only one member may hold the floor at any given time.
- Constant and overbearing interjections will be considered undesirable conduct.
- Meetings are to start promptly at 7:30 am.
- Members and visitors are to arrive at 7:15 am.
- Mobile phones can interrupt the flow of the meeting. Members should either leave the meeting room to take an incoming call, or if possible turn the phone off for the duration of the meeting.
- It is the responsibility of the Sergeant At Arms to see these standards are maintained.

#### Apologies

- The member shall make every effort to attend the fortnightly meetings of the club. Irregular or nonattendance by members may cause their membership to be called into question by the committee or general membership (see guidelines about cancellation of Membership).
- If a member is unable to attend the occasional meeting an apology for non-attendance shall be made, where possible, to either the Recorder or Treasurer by the day before the meeting at the latest.
- A short promotional will be given by appointed members on behalf of the members making apologies.
- Promotionals will not be given if members do not make apologies for their absence; this absence will be noted by the Recorder.

#### CLUB ACTIVITIES

The club undertakes a number of activities: Fortnightly breakfast meetings, Socials, an annual dinner; and training courses may also be organized.

#### SOCIALS

These are gatherings held after hours, on a less formal basis, usually on a Friday evening, quarterly at a members place of business. The purpose of a social is to allow a member to present their premises, equipment, facilities, etc., in a way not possible during a normal Thursday meeting.

The member hosting the Social will be given the opportunity to promote their business with a brief talk, demonstration or tour of their premises. An official word of thanks will be given by the Chairperson or their delegate.

A roster is to be maintained by the Social Director.

#### EXTERNAL TRAINING COURSES

From time to time external training courses may be organized by the Management Committee to encourage team building, personal & business development, etc.

#### FORTNIGHTLY MEETINGS

The club meets once a week for the purpose of referrals and business development.

The fortnightly club meeting shall generally conform to the following Typical Agenda, but may be varied at the discretion of the Chairperson as set out in the Management Committee Manual.

#### TYPICAL AGENDA

- 7:15 Arrival
- 7:30 Welcome & breakfast
  - Apologies
  - Thought of the Week
  - Appointment of Sergeant At Arms
  - Introduction of Guest speaker
  - Guest Introductions
  - Award for current month.
  - Details of award for next month.
- 7:35 Member Promotionals
- 7.40 Referrals
- 7.45 Speaker
- 8.20 Club Business
- 8.25 Sergeant At Arms
- 8.30 Close of Meeting

#### FORTNIGHTLY MEETING TALK CATEGORIES

##### Short promotional

- The purpose of the short promotional is to familiarize the general membership with the speakers business.

##### Guidelines:

- 30 seconds for self promotional. This should include: who you are, what you do, what the club can do for you
- Accurate timing of talks and clear presentation are essential.
- Theme variation may be made under the direction of the Chair.

- A warning will be given to the speaker by the Chairperson one minute before the end of their allotted time.

#### Members Talk

- Length of talks will be of approximately 25 minutes duration with 5 minutes for questions.
- They are conducted regularly and members will be advised of the program of talks by the Chairperson.
- These talks are used to introduce a new member to the club and for broadening the knowledge of the members products or services to the club. They are important advertising opportunities available to members. Therefore it pays to make the most of
- the opportunity. It is desirable that members prepare notes of their talk to be handed out during or after their presentation. All talks are required to be given at the front centre of the room and not from the speaker's chair.

#### Extended Talks Guidelines:

- Introduction of member and business by Chairperson
- No longer than prescribed period
- Handouts are encouraged
- Talks should be addressed to all of the audience

#### Business Education Talk

- Members may be requested by the Chairperson to give a Business Education Talk from time to time.
- The speaker will have approximately 10 minutes (depending upon the topic) to speak
- with 2 minutes for questions.
- The topic can be appropriate to either the members own business, business in general, or on a specific business or personal development topic.
- As there will be ample notice given, the speaker will have the opportunity to provide typed notes for the listeners.

#### Guest Speaker

- 30 - 45 minutes.
- The club provides for members a paid professional speaker to present a business or personal development talk about every 4 weeks.
- These are special occasions and should be promoted to outsiders as a chance to encourage growth within the club.
- Members should use these meetings to invite fellow professionals and show the club in its best light.

## REFERRALS

The most important part of the club business.

### Definition of a referral

- An external referral is a business opportunity that a member has uncovered or developed that will be passed on to another financial member before or at a fortnightly meeting.
- A referral is real and warm only when the person requiring a product or service of a Genesis Commerce Club member is expecting a call from that member.
- The idea is to make the job of the member (who is receiving the referral) as easy as possible in gaining a new client.

This can be done by:

1. handing out his or her business card.
2. handing out his or her members profile sheet.
3. speaking well of the member.
  - The objective for each member is to generate as many referrals as possible.
  - When giving referrals at the meeting ensure they are as "warm" as possible.
  - When giving referrals at the meeting always report on referrals you have received.
  - Any referrals that are successful should always be highlighted at the meeting and the referee thanked.
  - Whenever possible referrals should be passed for repeat business, or if that is not possible, reference should be made to the original referee that further business has been completed. This is to indicate to the membership that a referral may generate an ongoing client and ongoing business.
  - Referrals should be prepared prior to being reported during the meeting. The Recorder must be informed whether the referral is external (for use by a business other than the referring members) or internal (for use by the member).
  - Referral slips should be physically passed when the referral is being given verbally.

Referral Slips recording procedure:

1. White copy is retained by the recipient for action.
2. Yellow copy is filed in the Records Box behind the referee's name.
3. Pink copy is filed in the Records Box behind the recipient's name.
4. The recipient is to determine if the referral is of value or otherwise.
  - No value discard and remove all copies from the Records Box.
  - Value determine the monetary value and write on the White copy.
  - Place all copies in the completed section of the Records Box for the Recorder.

## INVITING GUESTS

The membership should aim to invite at least two guests per meeting.

Each visitor on their first visit will receive:

1. A First Time Visitors Guide, which includes an outline of the morning business meeting, who does what, when and why.
2. At the end of the meeting the Membership Director will provide the visitor with a folder containing the Visitors Information Kit & Directory of Members containing a summary of club aims, activities, costs, and services guide.
3. The club will provide one complimentary continental breakfast for first time visitors.

It is important to remember that invited guests who are ineligible to join the club, because their business category is already being filled, cannot promote their business in the usual manner. The guest must be told prior to the meeting that, out of respect to the incumbent member, they can only state their name and business.

## MEMBERSHIP NOMINATIONS

Visitors who show an interest in the club may be invited by the Membership Director to join the club.

Invitation or membership is not automatic.

The prospective member must complete a nomination form and hand it to the Membership Director. The Membership Director will process the application through the procedure as stated in the Membership Guidelines contained in the Management Committee Manual.

## MEMBERSHIP KITS

Upon joining a new member will receive a member's folder containing, among other things:

Club Manual (this document)  
Genesis Commerce Club Business Card Holder  
Referral Slips  
Directory of current serving committee  
Genesis Commerce Club metal badge  
Genesis Commerce Club correspondence stickers

## MEMBERSHIP FEES

The Initial joining fee is nil.

Pro-rata fees shall be calculated for new members.

Fees of \$175.00 per quarter are payable in advance on:

1st January

1st April

1st July

1st October

It is the Treasurers responsibility to collect these fees at the designated times.

#### EXTENDED ABSENCES

Members who are planning to be away from fortnightly meetings due to annual leave or business trips of four meetings or more may apply in writing to the Management Committee for a leave of absence. Sabbatical leave can be granted by the Management Committee if the period of absence required is more than four meetings. A credit of 100% of the member's fees for the sabbatical period may be credited to the members next fee payment period should the reason for absence be sufficient.

However, if possible a member should provide a substitute to attend meetings and promote their business during the sabbatical period (credit of fees will then not apply), thereby ensuring continuity of member status.

#### EXPULSION of a MEMBER

Cancellation of membership shall be for specific breaches of the rules or guidelines.

Members who do not attend fortnightly meetings on a regular basis will have their membership called into question by the Committee. If a member has an absence of 10 meetings in a 12 month period they will be contacted by the Chairperson to discuss the exclusivity of their membership category. Expulsion from the club is automatic following an absence in excess of 14 meetings in a 12 month period. Unethical behavior, as deemed by the Management Committee and Behavior contrary to the clubs Statement of Principles. Failure to pay meeting or membership payments (one quarter's fees in arrears)

Members can only be dismissed by resolution of the membership. A secret ballot held during a meeting will be the means employed to determine the outcome of a person's membership. A majority of two-thirds in favor of expulsion will be required to carry the vote.

The member who may be expelled shall have the opportunity to speak to the membership at a fortnightly meeting prior to any vote being held.

If the Chairperson feels that other members wish to speak to the group prior to voting then the following procedure will be employed:

1. The Chairperson will announce that two people will speak for the motion and two against.

2. The Chairperson or a person nominated by the Chairperson will accept nominations of those speaking.
3. The four speakers will speak for no more than two minutes each.
4. The ballot will be held.
5. The vote will be announced.

## THE MANAGEMENT COMMITTEE

The Management Committee shall comprise of five persons: The Chairperson, Treasurer, Recorder, Membership Director, and Social Director

## THE DUTIES OF OFFICE BEARERS

The Chairperson;

- shall be responsible for all aspects of the club in accordance with the directives of the Management Committee
- may call upon all and any members to perform duties or tasks or to aid them in that responsibility.
- shall be responsible for running an orderly meeting.
- will ensure all aspects of the fortnightly meetings agenda are adhered to
- will appoint, at each fortnightly meeting, a Sergeant At Arms to keep discipline among the members. (See section re Sergeant At Arms)
- will determine and announce a monthly award to be presented to the person who has demonstrated excellence in one area or another. (See section on Monthly Award)

The Recorder

- shall be responsible for maintaining the procedures and policies related to recording the number and value of business referrals given each week.
- will also keep accurate records of all referrals and attendances.
- will inform the meeting of the number of referrals passed that morning.
- will inform, each month, the meeting of the total monetary value of referrals passed the previous month.
- shall coordinate the fortnightly apologies for announcement by the Chairperson.
- shall take minutes of quarterly Committee meetings and distribute.

The Treasurer

- shall be responsible for collecting membership fees, receiving and paying general accounts.
- will inform, monthly, the members of the clubs financial situation.
- shall be responsible for the club funds including the safe keeping of monies collected by the Sergeant At Arms and the banking of such monies each month.

- shall have the club accounts audited at the appropriate times.
- will have the power under the Constitution to outsource the record keeping requirements of the Club.

#### The Membership Director

- shall be responsible for maintaining the personal records of existing members.
- shall also meet visitors; assist them in understanding the meeting procedures by providing a First Time Visitors Guide; at the end of the meeting give the visitor a copy of the Visitors Information Kit & Directory of Members.
- shall discuss the benefits of membership with suitable applicants, provide them with the necessary information and application forms.
- shall generally encourage membership growth
- shall appoint a deputy for any club meeting they are unable to attend.

#### The Social Director

- shall be responsible for coordinating the organization of various functions including Socials and the Christmas Dinner.
- shall maintain the roster of social events

#### Sergeant At Arms

At each fortnightly meeting a Sergeant At Arms will be appointed by the Chairperson to keep discipline among the members and guests. This will be executed in a firm but light-hearted manner. Fines will be levied for the following breaches:

Non compliance with standard procedures including:

1. Lateness
2. Failure to apologize
3. Failure to bring membership folder
4. Failure to stand when addressing the meeting.
5. Any other amusing indiscretion as determined by the Sergeant.

No correspondence will be entered into. Each member will have an opportunity to fill this role. Maximum fines per week per member will be \$2 with the proceeds going to charity

#### TERMS OF OFFICE

The following positions are to be vacated as follows:

- The Chairpersons term shall be 12 months.
- The Treasurer shall be elected in June for 12 months.
- The Recorder term shall be 12 months.
- The Membership Directors term shall be 12 months.
- The Social Directors term shall be 12 months.
- Dates for change of all offices will commence after the AGM.

## THE ELECTION OF A NEW COMMITTEE

New Committee members shall be elected by the general membership.

Voting will be conducted in the following manner:

- Nominations will be called for all positions becoming vacant four weeks prior to end of term.
- Nominations will be announced three weeks prior to end of term.
- Election to be held two weeks prior to end of term.
- Introduction of newly elected members announced one week before end of term.
- Hand over ceremony at the beginning of the new term.

## CHANGES TO GENESIS COMMERCE CLUB MANUAL

The proposed changes need to be tabled in writing to the Chairperson. The changes are to be tabled at the following Committee meeting and passed. Notice of two weeks to be given to the membership that a ballot will be held regarding the change.

The Chairperson will organize members who wish to speak to the group prior to voting.

The following procedure will be employed:

- the Chairperson will announce that two people will speak for the motion and two against (if there are any).
- the Chairperson or a person nominated by the Chairperson will accept nominations of those speaking.
- the four speakers will speak for no more than two minutes each.
- the ballot will be held.
- the vote will be announced.