

MARKETING AND EDUCATION COMMITTEE

1 Purpose

- To provide recommendations to Management Committee as to future directions for marketing the association and educational initiatives for members and dog owners;
- To plan the implementation of marketing and educational initiatives;
- To facilitate the implementation of marketing and educational programmes;
- To provide marketing advice, resources and expertise to other committees, to members and to affiliates
- To provide educational opportunities to members, affiliates and general dog owners.

2 Committee Membership

The Committee shall be made up of VCA Member/s who have been approved by the VCA Committee of Management. New members of the Committee shall be appointed by the Committee of Management on the recommendation of the Committee. Committee members may be replaced by the Committee of Management.

3 Meeting Frequency

The Committee shall meet as often as it determines necessary but not less frequently than on a quarterly basis. The Committee may request the attendance of the CE or Committee of Management Members as long as 14 day's notice is given.

4 Matters for VCA Committee of Management

The minutes of each Committee meeting shall be forwarded to the VCA within seven days of the meeting. Actions for the VCA Committee of Management should be placed on a face sheet attached to the minutes titled "Actions for VCA Committee of Management".

5 Other Matters

- The Chair of the Committee shall meet with the President and Committee of Management of the VCA on the 4th Wednesday of April each year.
- The Committee shall perform an annual performance evaluation of itself.
- The Committee shall review the adequacy of its Charter annually.
- The Committee shall provide a report for the Annual Report by January 15th of each year.

6 VCA Contact Person

KAREN BENSON (The person in the VCA Office who handles the actions requested by the Committee, e.g. letters sent on Committee's behalf)