

Vice President Events

Training for CLCA leaders who want to have
engaging, memorable events.

Basic Role

As Vice President Events you are:

Responsible for planning and coordinating a series of engaging events for the chapter.

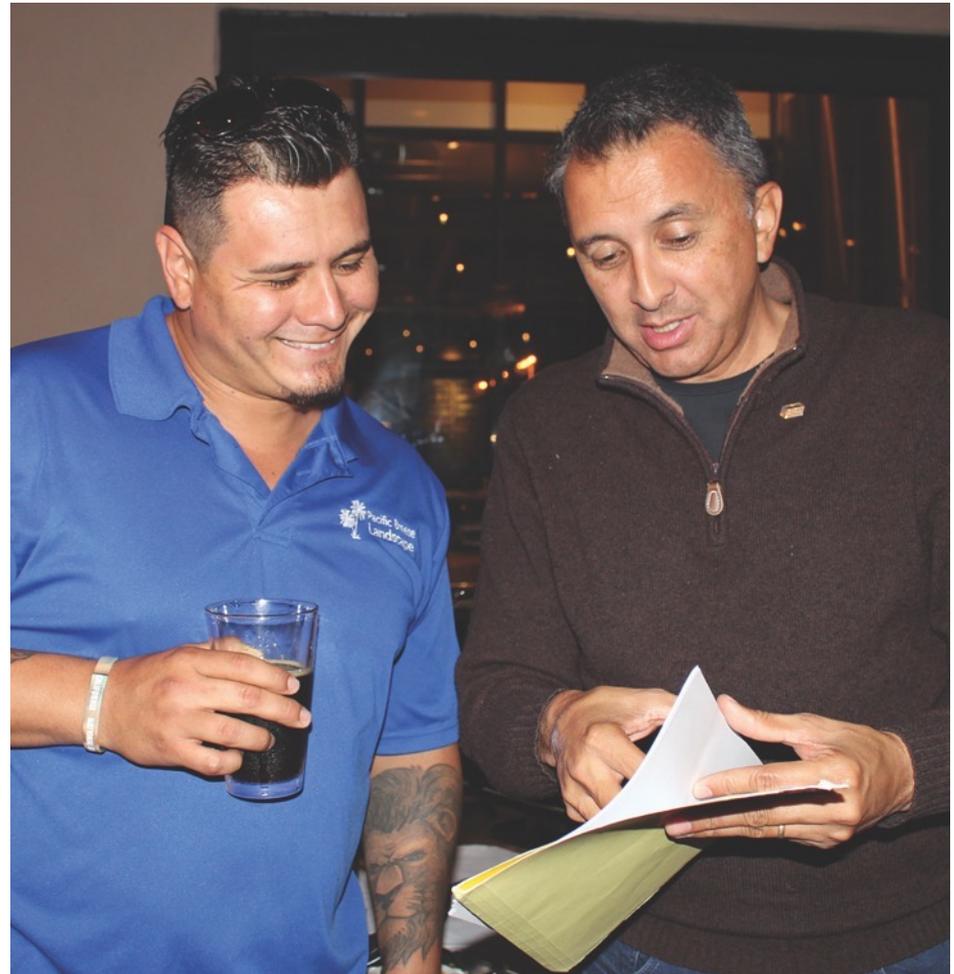
These can include, but are not limited to, General Membership Meetings, Kick-Off Meeting, Golf Tournament, Beautification Awards, and Holiday Party, plus any others your chapter wants to host. *More on that later!*

Instrumental in offering chapter members educational and networking opportunities.

Do your best to organize and develop events that will engage your members in any way that you can. GET CREATIVE!

So...what are you supposed to do?

- **Determine with your board the number of events to be held during the year and develop a calendar.** This includes both educational and social events.
- **Work with your VP of Education and board to determine topics and select speakers for general membership meetings.** Get a write-up from your presenter that summarizes their presentation before the event and a more detailed version (or copy of their presentation) following the event. Publish these in your chapter news!





So...what are you supposed to do?

- For in-person events, select a meeting space and work with the facility on the details of the meeting including meals, AV, setup, etc. Look for interesting places to host your events. Unique and fun venues encourage attendance.
- For events with costs associated with them, work closely with your treasurer to develop a budget. Monitor the related expenses.
- Following events, report to your chapter board on the status/success of your programs. This will help to determine what events to host again and/or how to tweak them for future.

General Membership Meetings

General membership meetings are the most popular style of event. They combine an informational presentation of less than an hour with the opportunity to network with others.

They should be tailored for all experience levels of membership.

Topics can be focused on a single area of landscaping, but generally will appeal to most members.

Popular topics include new regulations, important local issues, and any other hot topics in the profession.





Kick-Off Meeting

The Kick-Off Meeting is a social event intended to ‘kick-off’ the new year for the chapter. Some chapters use this event to welcome and install their incoming board of directors.

Traditionally, this meeting is kept fun and light.

It’s a great opportunity to let your members know what to anticipate in the coming year.

This is also a great event to invite potential new members to!

Golf Tournament

The Golf Tournament is an all-day fun event. It's a great opportunity to build relationships, recruit new members, and attract sponsors.





Beautification Awards

The Beautification Awards is one of the most important events of the year because it recognizes and honors individual member's creativity and quality workmanship. It is a lively, fun event that promotes camaraderie, membership retention, and attracts sponsors.



Holiday Party

The Holiday Party is a social event that typically includes a meal and is hosted at an interesting venue. It's also a great opportunity to recognize members who have had industry accomplishments.



Promote Your Events

When planning an event, promotion is essential!

- Promote your events in your chapter newsletter.
- Send emails to your chapter members.
- Post your event on your chapter's online calendar.
- Post on social media.
- **Be sure your event is included in CLCA Events Alerts.**

To assist chapters in promoting their events, the CLCA Events Alert is emailed monthly and lists events happening in the following two-month period. The Events Alert is sent by state HQ and pulls information from the chapters' synced google calendars. If you don't have a google calendar set up to sync with clca.org, email CLCA headquarters to get easy instructions for creating one.



Keep informed about the latest industry updates. Connect with CLCA! Learn more about the benefits of membership at clca.org/join.



CLCA wants people in the industry to see all the great things that are happening within the association, at both the state and local levels!

Have your events included in CLCA Events Alerts to:

- Promote your event to hundreds of potential new members!
- Give attendees another reminder and registration link to attend your event!
- Increase awareness of how your chapter is engaged with fellow members and your communities!

Promote Your Sponsors

If you have calendar sponsors, be sure to promote them at your events.



What are some other event ideas?

Here are some successful events hosted by various chapters...

Local Tour



This photo is of a tour of the Carlsbad Desalination plant. You could tour a local plant or host a garden tour.

CLCA Leadership

#CLCAEngage2022

Park/Beach Event



Family-friendly!

Fun for all ages!



Fishing Event



Great for socializing on the sea!



Sporting Event



Horse Races

Baseball Game & Tailgate



Cornhole or Bowling Event



Great for networking and making new friends!

Does Your Event Require Special Coverage?

Some events like golf and fishing may need special insurance coverage. Chapter organizers should contact CLCA headquarters as soon as event planning begins to learn if any special coverage is needed.

Are You Having a Raffle?

Raffles and drawings are a great way to add excitement to your events!

Important, each time your chapter holds a raffle:

- **You must provide each attendee with one free ticket.** After that, you can sell that person as many tickets as they want to buy.
- **No more than 10% of the revenue raised from the raffle can be used for expenses.**
- **You must complete the CLCA raffle form and send to the CLCA office within 30 days.**

Remember!

As Vice President Events you are instrumental in offering chapter members engaging educational and networking opportunities!

Do your best to organize and develop events that will engage your members in any way that you can. GET CREATIVE!

Events are important for building and solidifying relationships. They are also important for bringing in new members!

You are not alone! Your board and association are both there to support you.