



NPRRA Outreach Policy **Pertaining to Representation and Compensation at External Events**

Reaffirmed without Changes: February 28, 2018

NPRRA (also, the “Association”) acknowledges that keeping up with emerging trends and shaping perception of our industry and association are important roles of association leadership. Engagement with government administrators, the legal community, the general public and other associations is an integral part of fulfilling these roles and, therefore, each year a certain amount of the Association’s funds are budgeted for “outreach”.

This policy is created to provide guidance for NPRRA leadership in determining how “outreach” funds should be allotted, who may represent NPRRA, when representation will occur and the scope of such representation, as well as general expectations for any director, NPRRA member, employee of a member or any associated individual who may represent NPRRA or aid in representing NPRRA interests at external events, including, but not limited to, attendance and/or sponsorship at conferences of other groups and associations.¹

Determination of Which Events to Attend and Commissioning Representatives:

When possible, NPRRA prefers to send a senior board member to represent the association at outside events. When a senior board member is not available or senior board member attendance is deemed undesirable due to travel budget concerns or other reasons, NPRRA, through its Outreach and Public Relations Committee OR through its Board of Directors, may elect to have other willing and qualified individuals represent NPRRA at said events. Any commission made by the Outreach and Public Relations Committee Chair must be disclosed to the board prior to the event and may be rescinded by a vote of the Board of Directors. No individual who is not a member of the NPRRA Board of Directors shall represent NPRRA at any such event without express permission from the Board of Directors. Said commission is to be extended on a “per event” basis and no assumption of additional commission for future events shall be construed. NPRRA is in no way beholden to commission representation by any party, regardless of past commissions.

NPRRA may take several factors into account when determining whether to have representation at an event, who that representative (rep) will be, and the degree to which the person will represent NPRRA, including but not limited to the following, presented in no specific order as circumstances at different points in time may dictate some factors weigh heavier than others:

¹ This policy is intended to apply to volunteer representation at external events. Paid employees of NPRRA’s management company operate under separate agreement between NPRRA and the management company. This policy does not pertain to NPRRA events, such as the Mid-Year meeting which is covered under separate agreement.

1. Rep's industry experience and knowledge.
2. Rep's experience and knowledge of NPRRA positions and perspectives.
3. Rep's public speaking/presenting, comfort and ability.
4. Schedule/Time/Competing Interests: Does the rep have other competing obligations or interests limiting the degree to which they can represent NPRRA at the event?
5. Cost:
 - a. Proximity of rep to the event and effect on travel costs.
 - b. Percentage of costs justified: Will the potential rep already be there and thus not need to pass on full travel costs to NPRRA?
 - c. Other options: Cost/benefit analysis of other options and the exposure level that NPRRA may achieve through other means (ie: should we just do a sponsorship or raffle instead? Or have an attending member post an NPRRA sign at their booth)
6. Event gravity: How important is it that NPRRA reflects a presence at the specified event?
7. Other prospective and available reps.

Representation Expectations:

NPRRA understands that representatives, whether NPRRA Directors or other, are volunteer and have potentially conflicting interests when attending industry events. Association interests may not always coincide with member company interests or an individual's interests. This juxtaposition may be further complicated when NPRRA and member companies share expenses to have the representative attend the event. We submit these guidelines and rely upon individuals to use their best judgment when representing the association.

The degree to which NPRRA covers cost for expenses should roughly equate to the degree to which the rep identifies as NPRRA;

If NPRRA covers 100% of the allowable expenses the rep should primarily identify as if a direct representative of NPRRA. The Rep should not be pushing their own company, handing out personal business cards, directing event attendees to their own website, etc.²

If NPRRA covers less than 100% of allowable expenses then, absent any specific agreement presenting further guidelines, the rep is expected to represent NPRRA to a degree roughly commensurate with the percentage of cost covered by NPRRA.³

If NPRRA covers no cost: Occasionally directors or members may agree to carry the NPRRA flag for a brief address to event attendees or to identify as an NPRRA member via posted signage or distribution of NPRRA materials at events where the individual members are covering the full cost of attendance. This option is great for NPRRA exposure in situations where budget constraints dictate that the Association avoid the expenses of a larger footprint. NPRRA trusts that the member companies realize some benefit from the relationship and NPRRA applauds willingness to "carry the flag" for no immediate monetary compensation.

² NPRRA acknowledges that a rep is taking their own personal time for NPRRA's favor, and may even be compensated by employer salary for time spent at an event. NPRRA does not expect reps to misrepresent their position to event attendees. Reps may disclose that they work for "X" company and are present at the event in their capacity as a representative of NPRRA. NPRRA expects reps to be especially vigilant during event business hours and/or while manning NPRRA's promotional booth.

³ An additional agreement may be worked out where rep is for NPRRA for certain hours and for company X for certain hours.

In this instance, NPRRA has the expectation that the rep will take care to cast the association in a positive light and field questions directed to them as an association rep, however there is no expectation that the rep will put NPRRA interests ahead of their company or personal interests at any point.

When sharing representative duties, the rep is expected to use sound judgment at all times and to always take care to cast the association in a positive light. No rep should be considered for these duties if board members are not certain that the rep can comfortably wear the applicable hats with minimal conflict.

Attire: If manning a booth for NPRRA, reps should wear standard business attire appropriate for conference atmosphere. Reps should not wear T-Shirts or other attire bearing their own company logo while working the NPRRA booth.

Expense Coverages:

General guidelines are that NPRRA will limit reimbursements to necessary expenses such as airfare, ground transportation to and from the event, hotel room and registration and/or sponsorship costs. NPRRA will not cover any expenses that could be perceived as lavish, excessive or unnecessary to the mission. Air travel should be via coach class, hotel rooms should be standard and ground transport should be via most economically effective means. The number of hotel nights should be limited to the minimum amount of nights necessary to effectively represent for the portion of the event that NPRRA deems appropriate. NPRRA will cover food and beverage up to \$ 75 per diem, but only to the extent that meals are not already covered under event registration costs. Entertainment is generally not reimbursed except to the extent that conference related events may be covered under mandatory event registration costs. NPRRA may, at its discretion, elect to approve additional reasonable expenses on a case by case basis. NPRRA may take into account whether the employer of the rep may be willing to absorb some of these costs, or whether rep would likely need to cover expenses from their own personal funds. Reps may upgrade any item at their own expense.

Approval of Expenses:

Expenses within the Outreach budget for the year may be approved by the Outreach & Public Relations Committee chair or the President. Expenditures that will extend beyond the Outreach budget must be approved by the Board of Directors.

Pre and Post Travel Expense Reports:

Pre-Travel: Any expense or category of expenses NPRRA is expected to cover must be approved by the NPRRA Board prior to the event in order to be eligible for reimbursement. Prior to travel, the rep will provide a Pre-Travel spreadsheet of anticipated travel costs which will be reviewed and approved/disapproved as appropriate. Determination of any costs to be shared between NPRRA and rep or rep's member company shall be addressed within the Pre-Travel report.

Post-Travel: The rep will provide an updated spreadsheet and appropriate documentation of costs, including receipts, within 30 days after travel is completed. Any expense in excess of 10% of the corresponding line item on the pre-travel expense report must be approved prior to reimbursement.

NPRRA elects to set no predetermined "limits" on specific expenses such as airfare or hotel night costs, understanding that the requirement for pre-approval of expenses is intended to ensure Association funds are spent wisely.

Cancellation/Insurance: NPRRA will cover the cost of flight cancellation insurance and encourages reps to utilize this option. If the rep cannot attend the event due to emergencies or unforeseen circumstances, NPRRA needs to be notified ASAP so that a contingency plan can be put into effect. NPRRA will review circumstances of cancellation on a case by case basis and will make a determination as to which unavoidable expenses may still be eligible for reimbursement. NPRRA may elect to authorize additional travel insurance upon request by the rep if expenses are higher than generally expected due to event location or other similar factors.