



MEMBERSHIP COMMITTEE CHARTER

MISSION STATEMENT

The primary purpose of the Membership Committee (the “Committee”) is to acquire new members within the toy and youth entertainment industries, to identify new potential members and to assist the Board of Directors (the “Board”) of the Association by reviewing and recommending policies and procedures, services and products to meet the needs of the membership.

KEY OBJECTIVES AND RESPONSIBILITIES

- Acquire new members within the toy and youth entertainment industries.
- Ensure that the Association is providing the appropriate products and services to meet members’ needs.
- Ensure that the value proposition of Association membership and the progress and achievements of Association activities are effectively communicated.
- Encourage members to become more involved with the Association through committee participation, the use of Association programs and services, or by assisting in the solicitation of new members.
- Strive to maintain 85% retention rate year-over-year with current members and foster personal communication to better understand member needs.
- Discuss and recommend new policy initiatives that will benefit membership.

The Committee shall also perform any other activities consistent with the By-Laws of the Association and other governing laws, or as the Board or the Committee shall deem appropriate.

SELECTION AND TERM OF COMMITTEE CHAIRPERSON AND BOARD LIAISON

The Chairperson of the Committee shall be selected by the Association’s Chairman from among the membership of the Board. The Committee Chairperson can serve a maximum of two (2) consecutive one-year terms.

NUMBER, TERM AND QUALIFICATIONS OF COMMITTEE MEMBERS

Committee members shall be appointed by and serve at the discretion of the Committee Chairperson with consideration given to balancing the need for a certain level of continuity of service on the Committee, limits on the length of service by a member, and to achieving balanced representation from

various segments of the industry and categories of products. The Committee Chairperson may appoint a Vice-Chairperson if such a position is determined to be necessary. The Committee shall consist of between six (6) and twelve (12) regular members including the Committee's Chairperson and Vice-Chairperson, if applicable. Committee members can serve a maximum of three (3) consecutive two-year terms.

Members of the Committee should have experience in sales and marketing, general management and communications in the toy or youth entertainment industries, and the ability and willingness to invest the necessary time for attendance at meetings and participation in teleconferences and/or meetings.

SUBCOMMITTEES AND ADVISORY COUNCILS

When necessary, the Committee Chairperson may appoint additional subcommittees or advisory councils for the purpose of focusing on a specific program objective or project. The Committee Chairperson shall appoint a chair (who must be a member of the Committee) of any subcommittees and advisory councils and shall approve the members of all subcommittees and advisory councils. Members of a subcommittee must be regular members of the Association. Members of an advisory council may include regular or associate members and non-members of the Association.

CONDUCT OF COMMITTEE BUSINESS

The Committee Chairperson shall preside over meetings of the Committee. It is the responsibility of the Chairperson to set committee meetings at least semi-annually. A minimum of half of the members of the Committee shall constitute a quorum for doing business. All actions of the Committee shall be taken by a majority vote of the members of the Committee present at the meeting, provided a quorum is present. The Committee shall report to the Board.