



## Industry Advisory Council Fact Sheet

### What is the Industry Advisory Council?

The Industry Advisory Council (IAC) supports SNA's mission and vision by providing input and recommendations to the Association from an industry perspective and serves as liaisons to the industry membership in support of the priority issues of the association.

### What are the Council Responsibilities?

- Enhance communications between industry members and SNA leadership and membership.
- Provides feedback and recommendations on ANC to the leadership of SNA.
  - Recommendations on the exhibit hall procedures and management.
  - Recommendations for ANC workshops and breakout sessions for both exhibitors and members.
  - Recommendations/strategies for improving and growing the annual conference.
- Provides recommendations and feedback on industry sessions for SNIC.
- Serves as a sounding board for new SNA programs impacting industry that are under consideration.
- Recommends new ideas for association programs and projects.
- Promotes membership in SNA.
- Hosts one industry forum at LAC or other meeting.

### How is the Council's work planned each year?

- The Council is provided annual council charge(s) based on the SNA Strategic Plan and the annual Plan of Action as well as other charges identified by the Board.
- The Council receives the charges every year in mid- to late-September.

### How is the Council organized?

The council is led by an elected chair who serves for a two-year term. Council members represent different types of companies including food & beverage, equipment, small business, software, broker, and distributor. Appointments are staggered and each appointment is a two-year term. The Council is supported by a SNA staff liaison who works with the Chair and council members.

### How often does the Council meet?

SNA committees and councils will hold a combination of in-person and virtual meetings depending on the workload of the committee or council. SNA Board policy requires committee and council members to attend all meetings. The Board has made the decision to not hold Fall Committee Days in person this year. Instead, all committees and councils will meet virtually through the end of 2021. No decision has been made regarding whether in-person meetings will resume in 2022.

### Who pays council member travel expenses?

Should in-person meetings resume, SNA would pay for all the travel, hotel, and meal expenses for operator committee and council members to attend the meetings. A travel policy will be provided



if/when in-person meetings resume. SNA does not cover the airline and hotel costs for industry committee and council members to attend the in-person meetings. This is a common practice for professional associations.

## General SNA Committee/Council Member Position Description and Responsibilities

### Position Description:

Committee/Council members are appointed by the SNA President-elect, and report to the Committee/Council Chair regarding committee activities. Committee/Council members must actively participate in the work of the committee/council, provide thoughtful input to deliberations, focus on the best interest of SNA and the membership, and work toward the accomplishment of the goals outlined by the committee/council for the year.

### General Responsibilities:

- SNA Board policy requires committee/council members to attend all meetings.
  - The Committee/Council Chair and Staff Liaison must be notified by email if you cannot attend a meeting.
  - The SNA President has the discretion, working with the Chair and the Staff Liaison, to remove committee/council members from the Committee/Council for any reason, including non-attendance.
- Actively participate on the committee/council or work groups within the committee/council.
- Accepts and completes assignments as requested.
- Promotes volunteer involvement.
- Maintain an understanding of activities, discussions, and programs.
- Responds promptly to correspondence and information requests from the Chair, Staff Liaison, or other members within the committee/council.
- Represents SNA in other meetings, as requested.
- Maintain a current “in good standing” membership in SNA, as well as an active certificate or credential during the committee/council term. Only Industry members are not required to have an active certificate or credential.
- Inform the Chair and Staff Liaison if personal or professional circumstances prohibit the completion of the duties and responsibilities listed above.

## What, if any, SNA Policies do I have to adhere to as a Committee/Council member?

Please review the [Standards of Business Conduct/Conflict of Interest Policy](#) and requirements for committee and council members. If there are any questions, please contact the following SNA staff:

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