

HISPANIC CHAMBER OF COMMERCE OF METRO ORLANDO

LEADS GROUP GUIDELINES

Revised: May 2021

ARTICLE 1 HCCMO OVERVIEW

For nearly three decades, the Hispanic Chamber of Commerce of Metro Orlando (HCCMO) has served the local community by leveraging the significant economic impact the 1+ million Hispanics in Central Florida. Since its inception, the Hispanic Chamber had provided networking, exposure and professional development opportunities to its members. The quality and effectiveness of our programs have made of this chamber one of the largest in the region and one of the most-recognized Hispanic chambers in the nation. With the increased focus on equity, diversity and inclusion in the U.S. and the world, the Hispanic Chamber provides corporations, small and medium-size companies, and government entities access to diverse professionals and vendors, and effective coaching to access contracts for the latter.

The effective results the Hispanic Chamber provides its stakeholders is possible thanks to a combination of multiple factors:

- a. Top caliber leadership representation at the board level including C-level and senior executives and accomplished business owners
- b. Committed Hispanic Chamber members who serve on committees and working groups
- c. Dedicated full-time staff members
- d. Membership-at-large and the commerce opportunities that they provide to each other in the nurturing environment provided by the Hispanic Chamber
- e. Investors (Trustees and sponsors) whose contributions support the growth and development of the fastest growing business group in the state

The mission of the Hispanic Chamber of Commerce of Metro Orlando, Inc. (the “HCCMO” or the “Chamber”) is to drive economic growth by promoting Hispanic business in Central Florida.

The 3 pillars that serve as the foundation of HCCMO are – Commerce, Coaching and Community Building

Commerce – The Hispanic Chamber is committed to the success of each member’s business by providing unique connections, buy and sell environment, and promotion opportunities to help increase exposure and profits. The ultimate goal: Giving members equal opportunities in the marketplace by helping facilitate several levels of commerce: member to member; member to trustee; trustee to trustee; member to consumer/community; and supplier diversity.

Coaching – Mentorship, guidance and corresponding tools help businesses grow in a sustainable way. The Hispanic Chamber offers far more than networking – it helps cultivate and nurture focused, intentional business growth and professional development.

Community Building – The Hispanic Chamber promotes advancement opportunities for the Hispanic business community. These include, business advocacy, involvement of Hispanic leaders on other boards and committees, building relationships with elected officials, support of other non-profits, community events and activities to support equal access to prosperity for all in Central Florida. Other initiatives also include developing mentorship programs for young professionals/entrepreneurs (college

students) to get them involved in community building. Always open and inclusive, the Hispanic Chamber is directly responsible for the growth of many Central Florida businesses, by leveraging the growth and economic impact of the Hispanic community.

ARTICLE 2 LEADS GROUPS OVERVIEW

HCCMO has established Leads Groups throughout the area. Each Leads Group is a separate business referral network which meets regularly and on an ongoing basis in the geographic area of which it serves. Each Leads Group is led by the Leads Group President and Vice President (“Officers”), who are elected and who serve the Leads Group as described in these Guidelines.

2.1 Membership:

Each Leads Group is comprised of up to thirty to thirty-five (30-35) members, each of whom represents a different line of business and industries and are selected according to these Guidelines. The Leads Groups are, in effect, unincorporated subsidiaries (divisions) of the Chamber, who each report to and serve under the auspices of the Chamber President and its Board of Directors. All rights and privileges granted to each Leads Group and its members are granted exclusively by the Chamber, and are subject to the review, control, and direction of the Chamber’s President and Board of Directors.

2.2 Goal and Purpose:

The purpose of each Leads Group shall be to generate referrals while building relationships and sharing best business practices, and. Members of the Leads Groups receive special exposure and leadership opportunities to become a powerful presence in business, government, and community endeavors. As a member of an HCCMO Leads Group, participants are required to:

- a. Share with other members details about their business and what kinds of prospects they are looking for during each meeting,
- b. Facilitate networking opportunities for Leads Group members in a non-competitive atmosphere;
- c. Foster collaboration, unity, and good will amongst members;
- d. Promote each other’s businesses, highlighting competitive advantage, special accomplishments, and/or special offers each member is offering to help each other increase sales and client base; and
- e. Encourage the expansion of business opportunities for each of their members.

2.3 Benefits and Privileges Accorded to Leads Groups and their Members:

- a. Opportunity to expand business network and gain exposure;
- b. Work in partnership with other Leads Group members in a non-competitive industry environment to help each other increase sales and clients;
- c. Develop relationships with other business owners and professionals;
- d. Opportunities to offer cross-promotions with other members;
- e. Opportunity to belong to a business support group;
- f. Being in an environment of support and accountability;
- g. Leadership development opportunities
- h. Access to Leads Groups materials in Drop Box (only available to Officers);
- i. Invitations to HCCMO special events throughout Central Florida;
- j. Presence on Chamber webpage under assigned Leads Group
- k. Opportunity for a Leads Group to host a Business After Hours and invite other HCCMO members;
- l. “Joint Leads Groups” event participation;

- m. Support from the Chamber in promoting special events held by Leads Group (subject to prior Chamber approval);
- n. Leads Group support from a designated HCCMO staff member;
- o. Track leads and referrals via the Leads Group tracking system, Krenio;
- p. Lead generation of potential members for Leads Group by the HCCMO.

ARTICLE 3 LEADS GROUP MEETINGS

3.1 Weekly Meetings:

Each Leads Group shall meet at a regularly scheduled time and place of their choosing at a location within the geographic area which they serve. To encourage regular attendance, effective scheduling of speakers, and consistent outreach, Leads Groups shall meet on a weekly basis.

3.2 Meeting Agenda.

Each Leads Group shall hold their meetings according to an established meeting agenda, the duration of which shall be no longer than an hour. The template for this agenda shall be established by the Chamber and may be changed from time to time. It shall be located in the Leads Group Drop Box of the Chamber and can be accessed by any Leads Group officer for review and consultation at any time.

3.3 Special Meetings and Events

From time to time, a Leads Group may call a Special Meeting or hold an Event for Leads Group members and other invitees following these guidelines:

- a. All such meetings and events must be submitted to HCCMO for approval with at least forty-five (45) days' notice. The Leads Group shall submit a request to the HCCMO in writing (an email being sufficient) at least forty-five (45) days in advance of the desired event, with information describing to the desired event or meeting. The HCCMO will provide a response to the Leads Group within five (5) days of receiving such request
- b. If approved by HCCMO, artwork for the marketing materials will be provided by HCCMO and usage of the HCCMO brand shall be in line with the brand guidelines and approved by HCCMO.
- c. If there are cost associated with the event or meeting (i.e., catering, venue, speaker, etc.) the Lead Group membership is responsible for raising the funds for such event or meeting but must receive approval from HCCMO president first and all money must be paid directly to HCCMO and deposited in HCCMO bank account.
- d. If the fundraising efforts are approved by HCCMO, and the event/meeting also receives the event approval, HCCMO will manage payments to vendors also approved by HCCMO up to the total amount collected by the members of the Leads Group. HCCMO is not responsible for any additional amount that is not covered by the funds raised by the Leads Group members. If there are no sufficient funds to cover the event/meeting, HCCMO will not approve the event/meeting.
- e. Leads Groups are not allowed to open bank accounts for the HCCMO Leads Groups or receive any form of payment/cash on behalf of HCCMO.

3.4 Quorum

A quorum shall consist of 50% of the Leads Group's membership, in good standing, present at any meeting for which notice has been given. Unless otherwise provided herein, all actions shall be taken by majority vote of those present.

3.5 Attendance

To ensure the success of the Leads Group, members are expected to attend every Leads Group meeting in person and to arrive on time.

3.6 Absences

A Leads Group member will be allowed three (3) absences from meetings during any calendar quarter. Absences will be determined by the individual leads group officers. Three (3) absences from meetings during any calendar quarter shall be grounds for removal of a member. An absence will consist of the following: No show, no business representative in place of the leads group member.

3.7 Tardiness

Three (3) tardy arrivals during any calendar quarter shall be grounds for removal of a member. For these purposes, "tardy" shall mean arriving at any time after the scheduled time to begin the meeting.

3.8 Changes to Leads Group Name, Region, Structure or Guidelines

No Leads Group Officer or member has the authorization to make any changes to the Leads Group name, region, structure or guidelines without the written approval of HCCMO.

ARTICLE 4 MEMBERSHIP

4.1 Qualifications for Membership

Nominees must have a demonstrated ability to assist in fulfilling the purposes of the Leads Group as set forth in ARTICLE 2. Towards this end, nominee must:

- a. Represent an industry and a specific line of business not yet represented in the Leads Group according to their 5-digit NAICS code(s), or industry category specified by HCCMO;
- b. Enjoy an excellent reputation in the community for integrity, leadership, competence and cooperation;
- c. Be willing to use one's experience, expertise and influence to improve the business and professional opportunities of the other Leads Group members; and
- d. Be committed to supporting the goals and purposes of the Chamber and the Leads Group as set forth in the Chamber's mission statement and as stated in ARTICLE 1 above.

4.2 Chamber Membership Mandatory

In order for anyone to join a Leads Group, he or she shall be an HCCMO member in good standing and the membership dues must be paid. All members of each Leads Group must maintain their membership in good standing with the Chamber as a condition of remaining a member of the Leads Group. If a Leads Group member's status as a Chamber member is terminated for any reason, the Leads Group's membership in the Leads Group shall be terminated immediately.

4.3 Nomination of New Members

Any current Leads Group member may submit the name of a prospective member to the Chamber, upon the Leads Group officers have confirmed that the prospective member meets the qualifications and industry availability. The Chamber must verify membership status and approve the new members. Every Leads Group member must represent a different category of business as directed in Article 4, Section 4.1 (a)

4.4 Approval of Nominee

For a nominee to be accepted as a member of the Leads Group, the chamber needs to verify and confirm that the individual is a chamber member in good standing. If the individual is a member in good standing, has visited the group, and the HCCMO approves there is no industry conflict, he or she is able to fill out the Leads Group application to join the group. Individual is granted two complimentary visits to a group (up to 2 groups) before

formally submitting their Leads Group application. After the two visits, he or she must submit application or refrain from attending any more meetings.

4.5 Participation in Multiple Leads Groups

The approved Leads Group member is only allowed to join one (1) Leads Group, therefore must not be part of another HCCMO Leads Group. While the business is allowed to have a presence in different Leads Groups, such business must assign a different representative for each Leads Group.

ARTICLE 5 LEADS GROUP MEMBERSHIP DUES; CHAMBER MONIES

5.1 When Paid and Amount

In addition to payment of annual membership dues to the Chamber, each Leads Group member will be responsible for paying the additional fee to have a Leads Group Membership. Leads Group Membership Dues shall be paid on an annual basis in an amount to be determined from time to time by the Chamber. The initial Leads Group Membership Dues payment by a new member shall be paid, upon receipt of an invoice for this purpose from the Chamber. Thereafter, dues shall be paid by a Lead Group member for each succeeding twelve (12) month period upon receipt of an invoice for this purpose from the Chamber. Failure to renew within 30 days will withdraw the member's Leads Group membership. There shall be no refund on dues.

5.2 Transfer of Membership

Under certain circumstances, payment may be transferred from one Leads Group to another Leads Group. The member must contact HCCMO in order to inform them and request the transfer beforehand. HCCMO staff will verify that there is no conflict in the new Leads Group and approve the transfer. Once the transfer is approved, the member will be removed from the prior Leads Group on the website and Krenio, and added to the new Leads Group website and Krenio

5.3 Where Paid

Leads Group Membership Dues are Chamber monies and shall be sent to the Chamber upon receipt of an invoice. Chamber shall deposit such payments into the Chamber general account. Such funds will be used by the Chamber to cover its general administrative overhead, including such costs and expenses as it shall incur in its general administration and oversight of the Leads Groups as contemplated herein.

5.4 No Accounts

No Leads Group is permitted to open a bank account or any other account at a financial institution in the name of the Leads Group or the Chamber accept any monies on behalf of HCCMO or the Leads Group. As an operating division of the Chamber, no money collections should be done in the name of the Leads Group or the Chamber. The Chamber is not responsible for any money collections done by the members of the group for social gatherings, donations, or any other activity they choose to engage in.

ARTICLE 6 WAITING LIST FOR LEADS GROUP MEMBERSHIP

Upon nomination and application under procedures substantially similar to those set forth in ARTICLE 3, the individuals who have satisfied all eligibility requirements except the separate business industry requirement shall be placed on a Leads Group Waiting List to be maintained by the HCCMO. When a current member resigns or is terminated, the Leads Group Waiting List will be consulted to determine if the former member's line of business is represented by an individual on the Leads Group Waiting List. The next eligible individual on the Leads Group Waiting List in that line of business shall be contacted by the HCCMO and extended an invitation to join the Leads Group. If that person has not responded within one (1) week, the next eligible individual on the Leads Group Waiting List in that line of business will be contacted. After contacting all those on the Leads

Group Waiting List in that particular line of business, another individual representing such line of business who is not on the Leads Group Waiting List may be nominated to join the Leads Group.

ARTICLE 7 OFFICERS

7.1 Officers

Each Leads Group shall have the following officers: President and Vice President, which shall be held by separate individuals.

7.2 Nomination and Selection

- a. **Nomination:** Between October 1 and October 31 of every two calendar years, nominations shall be open for the positions of the Officers of the Leads Group for the next succeeding calendar year. The HCCMO will notify the Leads Groups members by email that the nominations are open and shall request nominations for the positions of President and Vice President. The email shall make clear that self-nominations are permissible. Nominations shall be made via Survey Monkey or by a similar online service. Nominations will be kept anonymous and must be submitted by October 31st.
- b. To qualify as President, the individual must have demonstrated substantial involvement with the HCCMO, have served as Vice President with the Leads Group for the period of one (1) year, and have been a member of the Leads Group in good standing for a period of at least two (2) years. Subject to the approval of the HCCMO, the latter two requirements may be made waived for a newly formed Leads Group or in special cases.
- c. On November 1 of each election year, the HCCMO shall send a ballot containing the name of all the accepted nominees for each Officer position by email to each Leads Group member. The HCCMO may use Survey Monkey or such other web service as may be available and approved by the HCCMO to facilitate such voting process, provided, however, that such measures are taken to ensure that the voting is by secret ballot.
- d. The Leads Group membership shall then have ten (10) days to vote on the ballot for their choice of the candidate for each respective Officer position
- e. The candidate who receives a majority vote of the members voting shall be elected to the respective Officer position for which he or she was nominated.
- f. Results shall be tabulated by the HCCMO and announced to the membership by December 1 of each year for the Officer positions to be filled beginning January 1 of the immediately succeeding year.

7.3 Term

All Officers of the Leads Group shall hold office for the term of two (2) years beginning on January 1.

7.4 Duties, Responsibilities and Powers

All officers shall not serve in leadership roles with other Chambers or referral groups while holding this title.

The duties and powers of each Officer shall be as follows:

1. President. The duties and powers of President shall be:
 - a. To preside over all meetings of the Leads Group.
 - b. To enforce these Guidelines and perform all the duties incident to the position and office.
 - c. To have general supervision over the affairs and administration of the Leads Group.
 - d. To represent the Leads Group at all official functions and have the authority to designate another officer or member of the Leads Group to act on the President's behalf should the President not be able to attend.
 - e. To attend the Leads Groups Officers meetings to be held at the Chamber offices to discuss the Leads Group and track Krenio results. The attendance of the Leads Group Officers at such meetings is a requirement of the leadership positions. However, the HCCMO recognizes that from time to time that an Officer may not be able to attend a meeting due to reasonable cause. In such circumstances, the Officer shall provide reasonable notice to the HCCMO that he or she will not be able to attend and shall confirm the attendance of the Vice President. Failure to abide to the minimum requirements will be cause for possible termination of the Officer role.
 - f. To present new ideas or projects to the Leads Group and appoint all committees he or she deems necessary.
 - g. The President shall rely on the Vice President for information concerning the Leads Group and shall oversee the performance of each other, making changes in duties, as necessary.
 - h. The President shall be responsible for providing quarterly Leads Group attendance totals and leads tallies to the Chamber.

2. Vice President. The duties and powers of the Vice President shall be:
 - a. During the absence and inability of the President, to render and perform his or her duties or exercise his or her powers.
 - b. To maintain the Leads Group membership, list up to date on the HCCMO Leads Group website page and Krenio
 - c. Responsible of implementing, training, and assisting Leads Group members in utilizing and entering their leads and referrals on Krenio
 - d. To provide a weekly attendance log at the Leads Group meetings and save such attendance log to the Leads Group drop box on a weekly basis.
 - e. To track attendance and inform the President and HCCMO staff of any repeated absences or tardiness.
 - f. To attend to all Leads Group emails and correspondence as requested by the President.
 - g. To attend the Leads Groups Officers meetings to be held at the Chamber offices to discuss the Leads Group and track Krenio results. The attendance of the Leads Group Officers at such meetings is a requirement of the leadership positions. However, the HCCMO recognizes that from time to time that an Officer may not be able to attend a meeting due to reasonable cause. In such circumstances, the Officer shall provide reasonable notice to the HCCMO that he or she will not be able to attend

and shall confirm the attendance of another Officer. Failure to abide to the minimum requirements will be cause for possible termination of the Officer role.

All Officers of the Leads Group shall hold office for the term of two (2) years, if the following expectations are met:

- Maintain, at all times, a minimum of 10 active/paid HCCMO and Leads Group members
- Recruit 5 new members per quarter to the group until capacity has been met
- Exceed the Program average (leads and sales) each quarter based on YTD numbers
- Responsible for ensuring accurate reporting (leads and referrals) are entered by every member of the group in Krenio
- Attendance records are weekly shared with HCCMO
- Attend a new Leads Group Officer orientation provided by HCCMO

***HCCMO will perform quarterly evaluations to assess progress, any needed support and/or consideration of a new leadership.**

7.5 Vacancies, How Filled

All vacancies in any office of Officer shall be filled by the Leads Group members without undue delay in the manner of one weekly meeting calling for nominations followed by the next weekly meeting encompassing a simple majority vote; all vacancy fulfillments subject to the approval of the HCCMO.

7.6 No Compensation of Officers

All Officers shall serve as volunteers without compensation.

7.7 Resignation

An Officer may resign at any time by giving a 30-day written notice to the HCCMO and all of the other Officers of the Leads Group. Unless otherwise specified in the notice, the resignation shall take effect upon receipt thereof by HCCMO and acceptance of the resignation shall not be necessary to make it effective.

7.8 Removal of Officers

Upon giving one week's written notice, any Officer may be removed with or without cause by a majority vote of the Leads Group members present at that meeting.

*Failure to abide to the minimum requirements will be cause for possible termination of the Officer role. HCCMO leadership has the right to remove officers at any time with or without cause.

ARTICLE 8 KRENIO GUIDELINES

8.1 Krenio System Access

Krenio is a tool to record and track leads. We encourage Lead Group Members to utilize this program within your group to set goals and keep track the member's and team's progress.

Once the username is created by the HCCMO, the Lead Group Member will receive an email with his/her username and password from the Krenio system. Members must check inbox or junk mail to verify receipt of this information. Member shall login as soon as possible to finish the activation process of the account.

The username is the first letter of the Lead Group Member name followed by your last name. (e.g. Elda Rivera - erivera) If anytime you forget your password simply click on the “forgot your password” link and follow the instructions to reset it.

8.2 Krenio Entries

Members should enter a transaction anytime they generate a Lead or a Referral.

1. A referral exists when someone warms up a potential client for you and does an effective job of handing them off to you. Example: “John, I would like to introduce you to my friend Dave. He mentioned he had a need for the service you provide, and I told him you were the person I would recommend. You are both trusted friends and I encourage you to talk to see if you could do business together.”
2. A lead is more like a suggestion that may or may not ever turn into business at all. Example: “I have a great “referral” for you. My friend John said he needed the service that you provide...you should call him.”
3. The person that has a referral, the “giver,” is the one that should generate the entry on the system. Once the person enters the information, both the giver and the “receiver” will receive an email with the details of the transaction.
4. If the “receiver” is able to do business, he/she then proceeds to “close” the transaction and enter the amount sold. If the “receiver” is not able to do business, he/she then proceeds to “close” the transaction by using “dismiss”.

8.3 Krenio Transactions

In an effort to show the economic impact that the Leads Group members of the Hispanic Chamber of Metro Orlando are doing in our community, members are to report the total gross amount of a sale.

- a. Confidential transactions - Companies that cannot disclose any amount can report \$1.00 for each transaction sold to protect the client/buyer and to comply with industry policies and regulations.
- b. Contracts – If you established a 1-year contract, enter the full amount of what the contract will generate once. That way you don’t have to enter a monthly transaction.

ARTICLE 9 MARKETING GUIDELINES

9.1 Name & Use of HCCMO Leads Group Logo and Group Names

- a. Officers of each group have access to the HCCMO Leads Group Logo to use on collateral material.
- b. Each Leads Group has an official icon and logo created by the HCCMO to distinguish each group. This is done to maintain brand imagery across all groups. Alterations to the logos are not permitted. The official names of the HCCMO Leads Groups are as follows:
 - i. Downtown Leads Group
 - ii. Central Orlando Leads Group
 - iii. Seminole Leads Group
 - iv. Kissimmee Leads Group
 - v. North Orlando Leads Group

- vi. Lake Nona Leads Group
- vii. Hunter's Creek Leads Group
- viii. Dr. Phillips Leads Group
- ix. East Orlando Leads Group
- x. West Orlando Leads Group
- xi. Millenia Leads Group

9.2 Collateral Material (Business cards, emails, flyers, etc.)

The decision to produce and use collateral material will be determined by each Leads Group.

Should the Leads Group wish to develop a unique collateral material, they must adhere to the marketing guidelines and use the provided logos. This will need to be submitted to HCCMO staff for approval.

9.3 Facebook Page Etiquette

There is a HCCMO Leads Group Facebook page. Only active members in the Leads Groups will be invited to join and post to the page.

This is a communication outlet to maintain communication across all the HCCMO Leads Groups. It is important to not "over-promote" on this page. This is a communication outlet, not to be confused with an advertising outlet.

Leads Groups Officers can request HCCMO to open a social media Leads Group pages, if not created one yet (i.e., Facebook, LinkedIn, Instagram, etc.). These social media pages must comply with the proper HCCMO Leads Group branding and "admin" will only be given to officers of the groups.

By signing below, I accept that I have read and understood the terms and conditions of the Leads Groups Guidelines.

Member Name: _____ Date: _____

Signature: _____