

CBA Organization Job Descriptions

CBA Organizational Purposes

The California Blacksmith's Association is organized solely for educational purposes, accomplished through the encouragement of training programs and conferences for higher standards of craftsmanship; disseminating information on sources of equipment, literature and material; and bringing the art of the smith to the public through events and publications.

Note: All Chair Persons are responsible for recruiting, recommending to the president for appointment and supervision of sub-committee chairs as required. Some Chair positions can be combined, if necessary, at the discretion of the CBA Board of Directors.

President:

The CBA President is responsible for:

1. Leadership of the organization
2. Providing a single point of contact for CBA business direction, focus and adherence to by-laws and other legal requirements
3. Conducting meetings as described in the by-laws and Policy and Procedures
4. Supervising the executive committee: Vice-President, Secretary, Treasurer and appointed committee chairs
5. Ex-officio member of all committees
6. Make appointments as described in the by-laws and appoint committee chairs
7. Prepares and distributes meeting agendas

CBA Organization Job Descriptions

Vice-President:

1. Serves in the absence of the President at meetings and other times when required by the needs of CBA, or requested by the President
2. Supervises appointed committee chairs
3. Serves as an ex-officio member of all committees

CBA Organization Job Descriptions

Treasurer:

1. Accounts for and reports on the financial matters of CBA, keeping all financial records as required by the by-laws and legal authorities
2. Has control over CBA credit card machine and all transactions associated with it
3. Produces detailed reports for the board of directors for scheduled meetings
4. Produces and files legally required reports with financial authorities
5. Standing member of the Finance Committee
6. Performs the following duties:

- **Monthly**

- Pay Bills (1st and 15th of the month)
- Monthly Bank Reconciles
- Credit Card Reconciles
- Maintain files, records and receipts of transactions

- **Quarterly**

- Stipend Payments
- Insurance responsibility
- Quarterly Financial reports - presented at BOD Meetings

- **Annually**

- Tax return prep
- 1099 Prep
- Issue and collect W-9's
- Operating expense budgets for board approval
- Provide Annual Financial Report for Magazine

- **Anytime**

- Approve and fund conference and event budgets
- Pay Vendors at conferences and events
- Securing ins. for conferences and events
- Participate in registration either on back end or at the event
- Maintain communication with secretary
- Answer Member questions/deal with problems
- Deposits monies/checks received for auction items at events

CBA Organization Job Descriptions

Finance Chair:

1. Annually collects funding requests from committee chairs for the following years CBA Budget
2. In cooperation with treasurer, reviews committee inputs and develops a proposed annual CBA budget
3. Draft budget is reviewed at CBA Board of Directors meeting prior to the April approval meeting
4. At least quarterly, reviews spending and or income with committee chairs, reports deviations from plan to CBA Board of Directors
5. Provides recommendations to Treasurer on where designated funds are to be invested
6. Identifies additional Finance Committee members as necessary to meet CBA's financial goals
7. Delivers financial reports to Board of Directors in absence of Treasurer

CBA Organization Job Descriptions

Secretary:

1. Responsible for taking and distributing minutes of board of director and membership meetings to the board of directors, see Policies and Procedures for additional information
2. Maintains a Post Office Box for CBA incoming mail.
3. Receives printed CBA membership application forms, deposits money and distributes information to Treasurer and Membership Chair
4. Maintains and uses CBA Debit card associated with CBA bank account for supplies and to deposit monies received
5. Deposits checks/cash received for memberships and conferences, and distributes records of such transactions.
6. Is responsible for written correspondences. Both receiving and writing/sending. This includes sympathy card/letter mailings to families of deceased members.
7. Maintains and stores office supplies needed at meetings
8. Receives e-mails, letters, and phone calls from members regarding membership status, conferences, magazines, roster, and general questions. Directs inquiries to appropriate chair if necessary
9. Arranges for location and time of CBA Board of Director meetings

CBA Organization Job Descriptions

Membership Chair:

1. Propose and implement member recruitment programs
2. Accepts and processes membership renewals and applications including dues and fees
3. Keeps accurate records of membership for official purposes of CBA (mailing, contact and membership lists)
4. Provides board of directors and CBA instructors an up-to-date membership list as required, keeps web posted membership lists up-to-date
5. Mails past CBA magazines to late renewal members, if magazines are available
6. Assure web based and printed membership information is current and easy to use
7. Report on changes in membership at each board of directors meeting
8. Propose "Life Time" memberships for recognition of achievement and dedication to CBA goals and objective, for approval by board of directors
9. Publicize CBA in appropriate media in coordination with the promotions committee

CBA Organization Job Descriptions

Conference Chair

1. Coordinates use of Conference Guidelines, logistics and financial plans with local Conference Chairs of all events
2. May serve as an Event Chair
3. Assures Event Chair has registration process in place in coordination with Treasurer
4. Assures timely reports prior to and after events are available to the board of directors, usually at scheduled meetings

CBA Organization Job Descriptions

Publications Chair

1. Responsible for furthering the educational goals of CBA through the use of print and electronic media
2. Supervises Editor and Web master and other functions as needed to meet the goals of CBA
3. Responsible for program administration and development for print and electronic media
4. Budget management, volunteer and paid staff recruitment, supervision and training
5. Oversees and manages vendors and logistics providers to assure timely delivery of print and web media
6. Acts as ABANA liaison
7. Reports status at board of director meetings and at other times as required by the President

CBA Organization Job Descriptions

Editor Specific guidelines

Typeface

CBA logo is Century Schoolbook Bold

US Postal Regulations

USPS regulations are complex and it is important that the Editor know some of them.

Use a mailer who has several years of experience processing bulk mail for 501(c)(3) corps.

Regulations for flats (periodicals are flats) are a bit different from regulations for letters, fliers, post cards, etc.

"Known Office of Publication"

In the "Membership/Address Change" box in the magazine, both the P O Box (for membership mail) and the Membership Secretary's physical address "the known office of publication" are listed. USPS bulk mail rules for publications requires that the "known office of publication" – the physical place where CBA's records are stored – must be printed. The "known office of publication" also must be the return address in the mailing label section on the magazine. There is a form and a cost to change the "known office of publication" in some instances. That address determines which USPS bulk mail region tracks CBA's bulk mail permit. The location on the magazine cover for the mailing label is determined by the USPS bulk mail division. This is not an Editor's choice. Most professional mailing services know understand and prepare the necessary USPS bulk mailing reports for each issue and send a copy to the editor from which the editor prepares the annual USPS report, submitting it in September. Once that report is approved it appears in the November-December issue of the magazine. These dates are set by USPS bulk mail regulations.

Board of Directors Listing

Each year there is an election for CBA directors (per by-laws). New members begin their terms on April 1st so it is important that the editor replace the listings of outgoing board members with the incoming members in the 4th issue of the calendar year, May-June issue, which is the 1st issue of the Fiscal Year. Because people have multiple phone numbers and email addresses, ALWAYS obtain contact information to be printed in the magazine from the members, personally. Board members serve 2-year terms unless they are appointed to take over an existing seat. The term expiration year is identified in the listings. The Bylaws state that candidates are supposed to make their intentions known by October but the Board and has a difficult time getting people that soon before ballots get mailed in January/February.

President's Message

It is up to the President if she/he wishes to include a message in each issue of the magazine. Editor sends a reminder at least one week prior to the magazine deadline date. Traditionally, the President thanks Conference Chairs and outgoing Board Members and welcomes/announces new Board Members in the May-June issue.

Education Update

Editor sends a reminder at least one week prior to the magazine deadline date to the Education Chairs. If there is no official Education Update for a particular issue and the Editor knows of education information that needs to be communicated – Editor can write something and send it to the appropriate Education Chair to revise or approve.

CBA Workshops

Editor needs to call each of the workshops once a year to determine if the listing is accurate.

CBA Events

CBA events always take priority when there are space limitations in the magazine. The magazine may have to refer to websites or phone contacts for more detail information when not all information is available by proofing time.

Non-CBA

Demos and workshops that are not financed by, and benefit, CBA should be identified as "non-CBA" so members know that any profit or donation benefits the host rather than CBA. Other than that, any event that appears in the magazine may be treated the same as CBA-sponsored events. Members are entitled to know about any b/s event in CA, NV, OR. The difference between a CBA event and a non-CBA event comes down to which entity is providing the liability insurance.

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By-Lines

By-lines in *CB* include the names and home city of authors. Include state if not in CA and if articles are used from affiliate sources include, in parentheses, the name of the organization and the name and date of the newsletter.

Copyright

CBA participates in the article-exchange policy of all ABANA affiliates, which means that ABANA and affiliate editors are free to reprint articles from each other, and are obliged to acknowledge the source of borrowed articles. In some cases an article has been reprinted with permission from an outside source. These articles may not be reprinted without obtaining the same permission – in writing! Keep these written permissions. Do not pass on borrowed material beyond the membership.

Information regarding annual events

NEVER depend on event organizers to get information to the Editor before deadlines. It is up to the Editor to give IN PERSON reminders (phone or face-to-face) several times, a few weeks or months ahead of deadlines. Refer to the Spring Conference tab in the Editor's binder for samples of Spring Conference promotion. A time-line of CBA issue topics is also available

Photographers

Identifying photographers is as important as identifying authors. If three photographers provide photos for one article, it is best to identify each individual photograph's photographer. Store photos by event + photographer and name photos by issue Yr-#+description+photographer initials.

Advertising

It is up to the Editor to determine if soliciting and managing paid advertising is worth the time and effort or if it will benefit CBA's bottom line. There is a tab in the Editor's binder for this topic.

Magazine sales

Every Board has a different opinion about ordering extra copies of CBA magazines for sale. One argument against this practice has to do with ensuring that any applicable CA Franchise Tax Board requirements are handled consistently and timely. Currently the Membership Committee Chairman keeps all the extra copies (over-runs and copies ordered for new members). The Publication Committee may be the place to continue examining this topic.

Magazine exchange

CBA participates in exchanging issues with editors of other ABANA affiliates (and groups not associated with ABANA). Some of these organizations are out of the country and the postage costs are prohibitive when CBA membership is low. Bob Thompson exchanged only with domestic and Canadian groups that exchanged with CBA. Eden has sent copies of every issue to every editor of every US ABANA affiliate and those Canadian and International groups who exchange with CBA. There are only four international publications exchanging with CBA in 2010: (one in France (received on-line), one in Western Australia, HEPHAISTOS and BABA).

Record Keeping

Keep a record of magazine costs by issue and submit it to the board periodically – SC board meeting is suggested when budget is approved. This report contains valuable information about membership numbers. Invoices from the production staff, printer and mailer need to be itemized in such a way that information needed for these records can come from them. The most difficult number to obtain has been the quantity of magazines received by the mailer, including over-runs. Some printers print more over-runs than others.

Postal Returns and bad addresses

These cost CBA. If bad addresses are not attended to after each mailing, the first-class postage (about \$1.75) and return postage costs (about 50cents each) can add up fast. Work with the Secretary and Membership Chairman to eliminate as many as possible. The Secretary used to do this – when Pat left, Eden took it on, now the new Membership Chairman is handling this time-consuming task. Since it is the Editor's budget, and the Editor receives the bad address list from the mailer, the Editor has to forward the list to the Membership Chairman and follow up. The Secretary must report returns in a timely fashion so the Membership Chairman can research corrections.

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Editor guidelines

Do all possible to maintain *California Blacksmith's* current status as one of the best magazines for blacksmiths worldwide and the only "pure form" blacksmithing publication.

- 1 Establish and maintain unabashedly high standards for every aspect of the publication
- 2 Proof, proof, proof – nit-pic every detail. Confirm information, phone numbers, web addresses. Use other trusted sources as additional eyes/proof-readers.
- 3 Do not include information that has not been confirmed. If text indicates something is on the web – it must be confirmed to be accurate before going to print (no statements like "will be updated shortly or will appear soon" if it is not current don't indicate something that is not yet so).
- 4 Edit every article to ensure proper sentence structure, grammar, and spelling. Ensure that a poorly written article does not reflect badly on CBA. This requires communicating closely with writers. (I have found that most contributors are grateful for this, but always ask first).
- 5 All photos must serve two functions:
 - Identify a person mentioned in text
 - Describe a process or end result mentioned in text
 - Add clarity to text
 - Augment a story in a meaningful way.
 - No photos of groups of people, unless they are pertinent to the story. ID people.
 - Photo content must be clear and easy to identify what is being shown
- 6 Only use photos of high print quality. If the contents of a fuzzy photo will serve to describe a process or end result, enlarge and trace the photo to create a drawing. The drawing will be scanned (and sized) into the magazine PDF file for best clarity.
- 7 Every article must give the reader new, updated, interesting or useful information
- 8 Include web addresses of authors or text references whenever possible
 - Reader can locate more information
 - Contributors get more visitors to their websites
 - Use the magazine to work for CBA members as well as CBA
- 9 All reporting must be done with a positive spin. That does not mean that reference to a bad situation is never alluded to. Example:" In spite of the damp windy weather, attendees came away with a lot of new information as well as new friendships...."
- 10 Solicit information from likely sources – try to fill up the calendar page.
- 11 When possible, connect articles or photos within an issue to keep readers turning pages – participating.
- 12 No Letters to Ed to air "issues". Refer writers to Forum or to Board correspondence or private emails.
- 13 Use magazine to promote and advertise blacksmithing opportunities in California and the western states – CBA or non-CBA. CBA is an inclusive, not an exclusive organization.
- 14 Membership is not required for bulletin board items as long as members benefit.
- 15 CBA Mission statement is standard for all decisions regarding content.

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- 16 Magazine may be used to promote the work of individual blacksmiths. Send thank you notes and reserve one extra copy for major contributor's portfolio.

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Promotions Chair

1. Works closely with membership, conference and education chairs to assure timely communication of upcoming events
2. Provides visibility of CBA to potential members
3. Works with other media channels to assure CBA's public education goals a met through communication of events and opportunities to learn about blacksmithing and to join the association
4. Manages CBA's social media outlets

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Education Chair

1. Responsible for furthering the educational goals of CBA
2. Program administration, development and budget management
3. Volunteer staff recruitment supervision and training
4. Site identification and development for classes and events, education and training of volunteers
5. Delivery of classes to CBA members
6. Adherence to training standards for instructors and students
7. Provide recognition for achievement
8. Community outreach, program publicity and community education
9. Coordinate training programs and standards between ABANA and ABANA Affiliates

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Grants Committee Chair

1. Receive grant applications
2. Review applications to be sure that the applicant has followed the grant guidelines
3. Communicate with applicants on the status of their grant
4. Confirm applicant's membership status with the CBA Secretary
5. Keep track of Grant Committee budget
6. Present proposal of grant applicant to Board of Directors for approval
7. Notify applicant of approval or rejection after presentation to the Board
8. Advise applicant if application has to be rewritten
9. Follow-up on applicant's commitment per their proposal to CBA for receiving grant in a timely manner
10. Work with other committee chairs (e. g., Conference Committee, Education Committee) to share applicant's knowledge gained from use of grant

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Election Committee Chair

1. Recruit potential members for CBA board of directors
2. Make sure qualifications, as determined by the CBA board of directors, are met by each candidate
3. Provide Editor candidate resumes and ballot information prior to publication deadline

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Policy and Procedures Chair

1. Review annually Policies and Procedures, bringing proposed changes to board of directors attention
2. Update document as required and when new procedures or policies are added
3. Assists Secretary to assure Board of Directors binders are up-to-date for new board members

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Web Master

1. Create new entries for events and classes, and maintain recurrences of periodic classes
2. Review and tag Magazine issues, and upload new issues to the website
3. Update members' gallery pages with new photos on a timely basis
4. Update website with CBA news items or issues of interest to CBA members
5. Maintain calsmith.org email accounts
6. Maintain calsmith.org domain registry and MX/A/C records
7. Work with members to assist with usability issues related to the site

Requirements:

1. Familiarity with HTML, CSS and Javascript
2. Familiarity with Git version control system and Heroku deployment platform
3. Ability to troubleshoot layout issues and browser compatibility bugs
4. Comfortable updating the website through the CMS admin interface