

## AIA BOARD OF DIRECTORS

### AIA Mission Statement

Our mission is to advance the global understanding and implementation of vision and imaging technologies and to drive the expansion and growth of the industry through education and dissemination of information.

### The AIA Board of Directors

AIA's success is tied directly to the technology, economic vitality and prosperity of its members. The AIA board members are balanced to represent a cross section of our industry, and play a vital role in this success.

With their background experience and passion demonstrated for our industry, the board serves as the “eyes and ears” of the vision and imaging community. They also serve as ambassadors of the association in that community. Directors’ help AIA staff better understand our memberships’ needs. Together we help our industry become a better place to grow and work.

### Attributes of AIA Board Members

The characteristics of a strong board member include: expertise in their designated segment of the vision and imaging industry; a position of industry leadership; talent as a communicator; full support from their company in this role; and a strong desire and commitment to selflessly help the industry.

### The Role and Duties of an AIA Director

The AIA board seeks to help the vision and imaging industry:

- Increase the use and understanding of vision and imaging technologies and through this, grow the industry,
- Understand and respond to the changing needs of our industry,
- Understand the benefits and importance of its industry trade association.

The board fulfills this role by providing the AIA staff with counsel and support through serving as an objective source of expertise; offering feedback on AIA programs and services; ensuring that the AIA is representing and providing services to the full spectrum of companies in the industry; relating the ongoing needs of the industry; and consistently working to enhance the reputation of the AIA.

Board positions are unpaid and board members are responsible for all travel and expenses necessary for attending three to four board meetings per year in addition to possible subcommittee or other meetings.



advancing VISION+IMAGING

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**Board Members are asked to:**

Attend all board meetings.

- Commit to representing the needs of the entire industry, acting in a fair impartial manner.
- Keep all board meeting discussions confidential when required, as well as any other material that prudence would suggest be held confidential.
- Commit to avoiding conflict of interest or using the association to gain competitive advantage over another AIA member.
- Commit to arriving on time and remaining for the full duration of the meeting.
- Review and sign the AIA Conflict of Interest Policy/Disclosure Form.

Be familiar with, and supportive of association activities.

- AIA's business goals.
- AIA's financial performance and trends.
- AIA sponsored trades shows, programs and events.
- AIA committee activities.

Know AIA's business plan and be willing to "market" the AIA in the industry by soliciting and referring new members, and suggesting changes to improve our overall effectiveness.

Be interested and willing to serve in at least one subcommittee.

Encourage, recognize and support the vital activities of volunteers and staff.

Seek out information in their industry segments and advise staff about industry trends, conditions and opportunities as they arise.