

Photographic Society of America (PSA) Master Operating Manual (MOM)

PSA Club Representative (Club Rep)

Overview. The Club Representative is the liaison between the club and PSA, and the Rep's primary responsibility is to keep the club informed on the benefits, services, and activities available to the club. Taking advantage of these services and activities maximizes the value of the club's PSA membership. PSA encourages the Club Rep to also be a PSA "Individual" member. In this way, the Rep can promote the benefits of individual membership and assist club members with joining PSA or assist PSA members with utilizing the PSA benefits and services.

The PSA Website is separated into two sections, the Individual Member section and the Clubs/Councils Services section. The membership number used as the Username and the Password will take the member to the appropriate section. A council member cannot utilize specific Individual member services unless the member is also an Individual member, and vice versa for an individual member utilizing Clubs/Councils services; the member needs to log out and then log in with the appropriate Username and Password. By logging in with the club Username and Password, the Rep will be taken to the Clubs/Councils Services section where resources and information for the organizations can be found.

Getting Started. Each PSA-member club will have one person identified as the PSA Club Rep when the club applies for membership. This contact person will be listed in the PSA Clubs Membership database. In addition to the name of the Club Rep, each PSA-member club will also provide a mailing address, an email contact, a phone number, and a club website URL. Often the mailing address, email address, and phone number are that of the PSA Club Rep. The club president's name and email should be listed as the alternative contact to assure continued communication between the club and PSA.

It is strongly suggested that the Club Rep use the club's membership ID as the Member Login Username, and the Password be share with the club officers. This will allow a new Club Rep or a club officer continued access to the Club Services section of the PSA website

The Club Rep's information can be changed at any time. This can be easily done by logging in using the 'Member Login' button on the PSA Website Home page, and clicking on 'My Account' to update any information. To watch a video on how to login and reset the Password, use this link, <https://vimeo.com/124342114/3b7487f033>. If the current Username and Password are unknown, the Club Rep will need to contact HQ Membership.

The Club Representative is eligible for PSA Club Representative of the Year award which is presented yearly to a PSA-member Club Representative from a large and small club. The Club Representative of the Year should be an individual member of PSA.

Responsibilities of the PSA Club Representative:

- Receive the club's copy of the *PSA Journal* each month and bring copies to the next club meeting to share with club members.
- Receive the club's annual membership renewal notice and notify the club's treasurer for on-time payment. The Club Rep may make the PSA membership payment and be reimbursed by the club. The Club Rep will receive all PSA Membership Renewal Reminder emails beginning three months prior to expiration.
- Receive and review the PSA quarterly clubs and councils newsletter, *The Projector*, and send it via email to the club officers, board and membership. *The Projector* may also be viewed on the organization's website.
- Review the contents of the PSA Clubs and Councils Services on the PSA website regularly for new information to share with club members.
- Encourage the club to participate in PSA Divisions Interclub Competitions. Become the Interclub Coordinator for the club and submit the club's entries, or identify another club member to be the Interclub Coordinator.
- Encourage the club newsletter editor to enter the PSA Newsletter Contest. Receive feedback on the newsletter and possible recognition.
- Encourage the club web editor to enter the PSA Website Contest. Receive feedback on the website and possible recognition.
- Encourage the club to be a sponsor of local high school photography students in the PSA Youth Showcase.
- Speak at club meetings regarding the PSA benefits, services or activities that individual PSA members can enjoy, and encourage PSA membership for club members. Assist PSA membership with recruiting new members using PSA promotional/educational programs.
- Earn Membership Stars or a free PSA club membership through the referral of 10 new members who join PSA in a given calendar year.
- Help any club member who wishes to become a PSA individual member. Offer assistance with their membership application.
- Recognize club members who are mentioned or listed in the *PSA Journal* or on the PSA Website.
- Provide information of interest to the area covered by the club to the State Membership Director (SMD) for possible inclusion in the SMD newsletter.
- Encourage the use of the PSA logo on the club's website and newsletter with a link back to the PSA website.

- Identify PSA-recognized exhibitions with upcoming closing dates and encourage participation by all club PSA members.
- Encourage the promotion of club sponsorship of a PSA-recognized International Exhibition.
- Identify PSA-recognized exhibitions with upcoming closing dates and encourage participation by all club PSA members.
- Assist and educate club members entering PSA-recognized International Exhibitions on how to track and keep acceptance records in each Division.
- Assist members as needed on how to apply for Division Stars using their Acceptances.
- Assist and educate members on how to apply for Recognition of Photographic Achievement (ROPA) using their Star Ratings.

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