

Photographic Society of America (PSA)
Master Operating Manual (MOM)
PSA Council Representative (Council Rep)

Overview. The Council Representative is the liaison between the council and PSA, and the Rep's primary responsibility is to keep the council informed on the benefits, services, and activities available to the council. Taking advantage of these services and activities maximizes the value of the council's PSA membership. PSA encourages the Council Rep to also be a PSA "Individual" member so as to be familiar with PSA from both perspectives. In this way, the Rep can promote the benefits of individual and club memberships and assist the council's clubs and their members with joining PSA or assist 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 club 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 council 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 council will have one person identified as the PSA Council Representative when the council applies for PSA membership. This contact person will be listed in the PSA Council Membership database. In addition to the name of the Council Rep, each PSA-member council will also provide a mailing address, an email contact, a phone number, and a council website URL. Often the mailing address, email address, and phone number are that of the PSA Council Rep. The council president's name and email should be listed as the alternative contact to assure continued communication between the council and PSA.

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

The Council 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 Council Rep will need to contact HQ Membership.

Responsibilities of the PSA Council Representative are:

- Receive the council's copy of the *PSA Journal* each month and bring recent copies to the next council meeting to share with council member clubs and potential PSA members.

- Receive the council's annual membership renewal notice and notify the council Treasurer for on-time payment. The Council Rep may make the PSA membership payment and be reimbursed by the organization. The Council Rep will receive any 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 council officers and board. *The Projector* may 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 council members.
- Speak at council meetings regarding the PSA benefits, services, or activities that PSA-member councils and clubs can enjoy, and encourage PSA membership for all of the council-member clubs.
- Help any council-member club or individual who wishes to become a PSA member.
- Make visit presentations to new camera clubs on the benefits of joining both PSA and the council. A personal appearance can make a difference.
- Assist PSA membership with recruiting new members and providing PSA membership brochures and applications at the council's conferences, seminars, events, and educational programs.
- Earn Membership Stars or a free PSA council membership through the referral of 10 new members who join PSA in a given calendar year.
- Encourage the council to enter the PSA Councils Challenge. Receive possible recognition for individuals of council member clubs and for Council High Scores.
- Encourage the council newsletter editor to enter the PSA Newsletter Contest. Receive feedback about the newsletter and possible recognition.
- Encourage the council website editor to enter the PSA Website Contest. Receive feedback about the website and possible recognition.
- Encourage the council to be a sponsor of local high school photography students in the PSA Youth Showcase.
- Recognize council members who participate in the Councils Challenge when and where possible, including the council's newsletter, the council's website, any year-end banquet, and social media.
- Recognize council 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 Council to the State Membership Director (SMD) for possible inclusion in the SMD newsletter.

- Encourage the use of the PSA logo on the council's website and newsletter with a link back to the PSA website.
- Encourage the promotion of the council's sponsorship of a PSA-recognized International Exhibition.
- Know the council's PSA-member Club Reps. This will facilitate the referral of PSA-related questions from individuals to the appropriate PSA Club Rep. Questions from individuals or clubs may pertain to:
 - Membership in a PSA-member club or PSA.
 - How to enter PSA-recognized International Exhibitions.
 - How to host a PSA-recognized Exhibition
 - How to track and keep acceptance records in each Division.
 - How to apply for Division Stars.
 - How to apply for Recognition of Photographic Achievement (ROPA).

Revised: 7-15-16, 3-30-18, 9-X-20