



Outstanding Director Criteria

To qualify for consideration as an Outstanding Director within AmSpirit Business Connections, you must be working with at least two Chapters at the end of the calendar year and you must have at least 25 active members in those Chapters.

Once you are qualified to be considered as an Outstanding Director, you will be considered Gold status if you accomplish all 8 criteria ... Silver if you accomplish 6 or 7 ... and Bronze if you accomplish 5.

1. **Leadership Conference:** Attend the Annual Leadership Conference, currently held each year in March near Columbus, Ohio.
2. **Chapter Reports:** Each month, timely and appropriately file a report on assigned Chapters.
3. **Membership Growth:** Based on official membership at the beginning of the year, the Director shall grow his or her membership during the calendar year by ...
 - Directors with less than 60 members ...grow by 20 or more members;
 - Directors with 60 to125 members ...grow by 10 or more members; and,
 - Directors with 125 or more members ... maintain or improve the beginning year membership level.
4. **Area-Wide Involvement:** Attendance at no less than six (6) area-wide events (where participation is recorded by AmSpirit Business Connections) throughout the year (with at least three (3) where the Director is involved as the moderator or presenter).
5. **Referral Generation:** Throughout the course of the year, generate at least 75 qualified referrals (as reported on the Director's home Chapter's newsletter).
6. **Outstanding Chapter Status:** Over the course of the year, 75% of Chapters assigned to you at the beginning of the year achieve either Gold, Silver or Bronze status in the AmSpirit Business Connections Outstanding Chapter Program.
7. **Internal Thought Leadership:** At least once throughout the year, contribute material suitable to be included by AmSpirit Business Connections as a Director Development Short or contribute material that can be placed on the AmSpirit Business Connections blog.
8. **External Thought Leadership:** At least once throughout the year present a program or contribute an article to a publication (whether in traditional or electronic format) outside of AmSpirit Business Connections related to professional networking, referral generation or business relationship management where (at least in part) you hold yourself out as being involved as a Director of AmSpirit Business Connections.

AmSpirit

BUSINESS CONNECTIONS