

**PLM World Policies and Procedures Document**

**Updated November 2017**

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## PLM World Policies and Procedures Document

- PLM World
  - a. Vision:  
Maintain and grow a vibrant, engaged community representing all customers of Siemens PLM Software.
  - b. Mission:  
PLM World® is an independent User Community focusing on the Siemens PLM Software product suite and complementary partner offerings. Our mission is to provide the industry leading collaborative network for exchanging ideas, information and best practices enabling customer success and influencing future offerings.
  - c. Values:
    - Collaborate**  
We encourage open collaboration & dialogue across our community
    - Educate**  
We aim to provide content that educates and fosters personal and company success, growth and development
    - Innovate**  
We strive to offer innovative content delivery methods
    - Independent**  
We are a volunteer led organization independent of Siemens PLM Software
    - Inclusive**  
We embrace a diverse community of contributors
  - d. Charter:
    - Conferences and events**  
PLM World conducts a multi-day National event and many single day regional events. We may also offer from time to time other events such as webinars and onsite meetings to support our technical organization
    - Discussion groups**  
We facilitate online collaboration through our discussion forums
    - Regional User Groups (RUG's)**  
To expand our reach, we have many regional user groups who strive to be a local source of information, collaboration and education

### **Technical Organization**

To provide a framework for our audience groups to collaborate, we have many organizations such as SIT/ Technical Track/Working Groups, Roundtables, Industry Council's

#### e. Strategic Themes:

##### **Theme I**

Develop programs and services to encourage year-round active participation and access to the PLM World organization

##### **Theme II**

PLM World shall be a best in class association

##### **Theme III**

PLM World shall embrace and accelerate Siemens PLM offerings

##### **Theme IV**

PLM World shall steward the longevity of the organization

- **Membership**

- a. Voting Member Eligibility – Class One Members must be employed by a company that has an active sold-to id or be a qualified Siemens PLM sales prospect (per PLM World Bylaws). In addition, membership eligibility requirements are defined by any one of the following:
  - i. Attendance at PLM World event in the past three years as defined by calendar year.
    1. Definition of PLMW event: PLMW event includes National or RUG conference, Strategic Innovation Teams, Webinars and Roundtables or other PLMW lead event.
  - ii. Creation of content of participation in content of PLMW online activity in the past three years.
    1. Definition of online activity: Online activities on PLMW [www.plmworld.org](http://www.plmworld.org) and Siemens PLM [www.siemens.com](http://www.siemens.com) community site.
  - iii. Have updated their PLMW profile in the past three years.
  - iv. Be an approved contributor to non-Siemens PLM topics.
    1. Definition of topics: Conference agenda topics or online forums related to e.g. Personal development/productivity
- b. Non-Voting Member: Class Two, Three, Four and Five Members may not vote in PLM World matters.
- c. Application Process for Class Four and Class Five Member:
  - i. Class Four and Five Prospect Members must petition the PLM World Board of Directors in writing; via email or post. Petition must include:

1. Contact information
  2. Brief description of circumstances surrounding their class status; including former employer. Petition must stipulate that the prospect does not work for a competitor of Siemens PLM.
  3. Provide brief rationale for inclusion as a member of PLM World.
  - ii. Petition is sent to the Executive Director of PLM World. who will copy the Community Director and Siemens PLM personnel for review.
  - iii. The Community Director will present the petition to the PLM World Board of Directors, in an appropriate meeting and a decision will be made and communicated to the prospect within 30 days.
  - d. Database – A list of members shall be maintained in a database.
    - i. This membership database is an asset of PLM World and with board approval may be sold or distributed, excluding those member details who have opted out of distribution lists.
    - ii. A report of active members will be exported from the membership database on an annual basis prior to the beginning of the yearly election cycle and such report shall be deemed to be the active list for PLMW
    - iii. The membership list report will be made available to PLM World Board of Directors and staff.
    - iv. PLM World reserves the right to purge the membership database per the eligibility outlined above.
- Member Conferences
    - a. Core Attendees
      - i. Siemens PLM Connection - America focuses on customers actively using Siemens PLM software. Specific connections will address the different aspects of organizational use. 2018 Connections includes the following:
        1. Business Process
        2. Deployment Excellence
        3. Manufacturing Operations User
        4. NX Product Engineering User
        5. NX CAM and Tecnomatix User
        6. Simcenter User
        7. Teamcenter User
        8. Mentor
        9. Solid Edge University
        10. Solution Sessions brought to you by PLM World Partners
        11. Training
        - 12.
    - b. Non-member attendees
      - i. Users and managers, including invited press and analysts, from companies not currently using Siemens PLM software (without a Siemens id) may be eligible to



attend. Each prospect attendee from a non-Siemens PLM company will be addressed on a case by case basis.

c. Registration – Conference registration is the responsibility of PLM World.

d. Fees

- i. Collection: All conference fees are to be collected by PLM World.
- ii. Amount. Conference fees shall be established by the Board of Directors, at least nine months before each conference. The fee structure shall include a discount for pre-registration.
- iii. Cancellations and Refunds: If a registrant is unable to attend the conference, they may send a substitute attendee at any time, or request a refund in writing, no later than six weeks before the beginning of the conference. Once the written request is received, a refund for the registration fee, minus a then current, posted administration charge, will be forwarded to the registrant. Requests received after the cut-off date will be considered by the Board of Directors on a case by case basis.
- iv. Waiver of Fees: Members of the Board of Directors, SIT/TECHNICAL /TRACK Chairpersons, Work Groups Chairpersons, RUG Chairpersons and speakers who meet the conditions specified in the call for papers, do not have to pay registration fees. The Board of Directors may, by resolution, waive fees for other individuals.
- v. 2018 Registration Fees

<b>Registration Type</b>	<b>Early Bird * 2/28/18</b>	<b>Regular * 4/9/18</b>	<b>Late/Walk-in * 4/10/18</b>
<b>Academic</b> (academic rate is intended for FULL-TIME Students)	\$515	\$515	\$515
<b>Group Rate</b> (only applies to 4-Day Connection Badge)	\$1,125	\$1,125	N/A
<b>4-Day Connection Badge</b> (Business Process & Deployment Excellence Connections)	\$1,295	\$1,395	\$1,595
<b>3-Day Connection Badge</b> (Business Process, Deployment Excellence, NX Product Engineering, Simcenter & Teamcenter User Connections)	\$1,020	\$1,095	\$1,245
<b>2-Day Connection Badge</b> (All Connections)	\$745	\$795	\$895
<b>1-Day Connection Badge</b> (All Connections)	\$470	\$495	\$545
<b>Military Rate</b> (Must have military email address and/or military photo ID)	\$1,125	\$1,125	\$1,125

NOTE: Pricing above reflects a discount for booking within the conference hotel block. An extra \$200 is added to registration and is deducted when room is booked within the block.

vi. 2018 Discounts & Waived Fees

1. Customer Presenters
    - a. 45-minute or 90-minute accepted sessions receive free registration
    - b. one accepted 20-minute Knowledge Theater session receive a 50% discount
    - c. two accepted 20-minute Knowledge Theater session receive free registration
  2. Partner Registration
    - a. Partners can purchase packages that include registration
      - i. Premium partners receive eight free registrations
      - ii. Deluxe partners receive six free registrations
      - iii. Standard partners receive three free registrations
      - iv. Small Business Partners receive one free registration
      - v. Additional registration badges may be purchased at the discounted rate of \$945.
  3. **Siemens** - Siemens PLM Employees (including Presenters) pay \$775 registration rate. (Per PLM World Board vote June 2018).
  4. Military Rate – intended for Military personnel with an active Military email. To request the Military Rate please email [registration@plmworld.org](mailto:registration@plmworld.org) from your Military email account. Must show photo copy of current Military ID.
- e. Partner Program
- i. Partners play a critical role in the success of the conference and PLM World seeks to ensure members access and information to the latest partner offerings. Partners participate in education, networking, and the solutions center at the annual event as well as our RUG events.
    1. Attendee Lists - Name, title, company name, address and phone information will be released to partners of attendees that have not opted out of an information release.
      - a. Partners will be required to sign a list contract noting limitations and use restrictions.
    - ii. Refer to the document titled “Partner Rules and Regulations” for the current partner program structure of PLM World.
- f. Presenters
- i. Presenter Guidelines - It is important that presenters focus on the attendees and create a positive and engaging experience. PLM World encourages presenters to conduct unique and engaging sessions including but not limited to Interactive Lecture, Tips & Techniques, Case Study, Roundtable and Demonstrations/Tutorials.
    1. Presenters must provide some element of audience interaction within their presentation – beyond questions at the end.
    2. Unless specifically slotted as a vendor/partner sales presentation and noted as such in the program, no sales pitches or push for a particular vendor will be permitted in break-out sessions or general sessions.

3. Presenters are expected to use the conference presentation template, including noting the learning objectives.
4. Presenters are expected to participate in the presenter training offered by PLM World.
5. It is the responsibility of the presenter to obtain permissions for content used from their employer or whomever owns or controls the content including photos used in the presentation. Presentations will be made available to attendees and may be used by PLM World for other marketing or engagement purposes.
6. Presenters must provide a copy of their presentation to PLM World staff prior to obtaining a badge at the conference.

ii. Partner Presenters

1. Siemens PLM channel partner companies must be contracted as PLM World partners in order to present. Abstracts will be rejected otherwise (a few exceptions may be warranted per Agenda Committee approval).
  - a. Partner sessions chosen, by the Agenda Committee, on merit will be slotted in the existing connection tracks.
  - b. Partners are required to either use badges provided as part of the partner package or purchase additional badges for all Partner attendees including presenters.
2. Presentations slots (both Knowledge Theater and breakout sessions) can be purchased by as part of partner (sponsorship) packages.
  - a. Purchased presentations shall be offered in a special partner track – outside of the conference connection tracks
3. Partners should be encouraged to present jointly with a Siemens PLM customer.

g. Event Data Confidentiality

- i. PLM World has contracted with a third-party data company and will track attendee data
  1. Data is limited to PLM World Staff and Board and for PLM World use only. Information may not be shared outside of PLM World duties.

• Board of Directors

All Directors shall comply with the letter and spirit of the Bylaws and Policies and Procedures Manual.

a. Board Composition

The PLM World Board of Directors will be comprised of constituents from the PLM World user community (Class one and Class three per the PLM World Bylaws.) Diversity among industry sectors will be promoted in the nomination of candidates for Board elected or appointed positions.

b. Board of Director Terms and Ascension

See Appendix C for the Election Cycle and director ascension plan.

- d. Board of Director Duties and Responsibilities – Appendix G
- e. PLM World Committees/Task Forces
  - 1. Structure - PLM World Committees will be comprised of at least one board member, one staff member and additional members as needed.
  - 2. Mandates – See Appendix H for detailed committee/task force mandates
- f. PLM World Staff positions – See appendix I for job descriptions.
  - i. Executive Director
  - ii. Business Coordinator
  - iii. Operations Systems Manager
  - iv. Conference and Event Manager
  - v. Marketing Communications Strategist
  - vi. Event Content Strategist
  - vii. Community Engagement Strategist
  - viii. Partner and Sales Manager
- g. Financial Procedures:
  - i. Overview
    - 1. Federal and state tax returns shall be filed annually as required by Federal and state tax laws. Tax preparation services will be contracted for, by an accounting firm approved by the Board of Directors.
    - 2. The Board of Directors formulates financial policies, delegates' administration of the financial policies to the Executive Director and reviews operations and activities.
    - 3. The Executive Director and Director of Finance have management responsibility including financial management.
    - 4. Current job descriptions will be maintained for all employees, indicating financial duties and responsibilities.
    - 5. Financial duties and responsibilities should be separated so that no one employee, if at all possible and practical, has sole control over cash receipts; disbursements; payroll; reconciliation of bank accounts; etc.
    - 6. A blanket employee dishonesty policy in the amount of \$1,000,000.00 shall be maintained. A blanket Directors & Officers policy in the amount of \$1,000,000.00 shall be maintained.
    - 7. Professional financial service providers will be established or reviewed as needed. These include Quick Books, QuickBooks Payroll, CNA and USLI (insurance), Bank of America and Chase Bank (banking), and accounting firm. .
    - 8. The Business Coordinator will maintain a current and accurate log of the chart of accounts, job accounts and accounting classes.

ii. Budget

1. Fiscal Year. The fiscal year for PLM World is from September 1st to August 31st.
2. Frequency. A budget shall be prepared annually and submitted to the Board of Directors on June 30th.
3. Approval. Each annual budget must be approved by the Board of Directors before it goes into effect.
4. Review. The Board of Directors shall review the active budget from time to time throughout the fiscal year, and, by resolution, approve changes and/or amendments. A copy of the amended budget must be entered into the records of the Association with the minutes containing the resolution approving the amended budget.
5. If the budget is not resolved by August 31, the Finance Committee may make fiscal decisions for the association.

iii. Banking Practices

1. The Association shall have standard Checking, Savings and Merchant bank accounts with a reputable banking institution. The accounts shall be insured, interest bearing when possible and owned by PLM World, Inc.
2. All checks written from the PLM World Bank account over \$2,500 require approval from the Executive Director.
3. Signature Authority – The PLM World Business Coordinator and Executive Director have signature authority.

iv. Bank Accounts –

1. The primary banking activity is through Bank of America.
  - a. Checking, account XXXXXXXXXXXXX
  - b. Savings, account XXXXXXXXXXXXX (Reserves)
  - c. RUG Checking, account XXXXXXXXXXXXX
2. Additional funds are in Chase Bank.
  - a. Checking, account XXXXXXXXXXXXX (Merchant account tied to our registration system)

v. Operational Reserve

1. Purpose: The purpose of the Operating Reserve Fund Policy for PLM World, Inc. is to ensure the stability of the mission, programs, employment, and ongoing operations of the organization. The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. The Reserve may also be used for one-time, nonrecurring expenses that will build long-term capacity, such as staff development, research and development, or investment in infrastructure. Operating Reserves are

not intended to replace a permanent loss of funds or eliminate an ongoing budget gap.

It is the intention of PLM World, Inc. for the Operating Reserve Fund to be used and replenished within a reasonably short period of time. The Operating Reserve Fund Policy will be implemented in concert with the other governance and financial policies of PLM World, Inc. and is intended to support the goals and strategies contained in these related policies and in strategic and operational plans.

2. Creation of Finance Committee: A Finance Committee shall be created consisting of the Business Director, the Director of Finances and the Chair.
3. Amount: The level of this fund shall be set by the Board of Directors. The target minimum Operating Reserve Fund is equal to 12 months of average operating costs. The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, occupancy, office, travel, program, and ongoing professional services.

In addition, the Executive Director will review all PLM World contracted liabilities, update a Table of Liabilities with an estimate of each predicted liability to include in the Operating Reserve Fund target minimum.

The amount of the Operating Reserve Fund target minimum will be calculated each year by the Executive Director, reviewed with the Finance Committee, submitted for approval to the Board of Directors along with the annual budget and included in the regular financial reports.

4. Review: The reserve amount shall be reviewed annually by the Board of Directors during the budgeting process, and adjusted based on previous year expenses and following year projections. Addition to or subtraction from the reserve shall be a budgeted item.
5. Definition and Goals: The Operating Reserve Fund is defined as the designated fund set aside by action of the Board of Directors. The minimum amount to be designated as Operating Reserve will be established in an amount sufficient to maintain ongoing operations and programs for a set period of time, measured in months. The Operating Reserve serves a dynamic role and will be reviewed and adjusted in response to internal and external changes.
6. Accounting for Reserves: The Operating Reserve Fund will be recorded in the financial records as Board-Designated Operating Reserve. The Fund will be funded and available in cash or cash equivalent funds.

Operating Reserves will be maintained in a segregated bank account or investment fund, in accordance with investment policies.

Operating Reserves will NOT be commingled with the general cash and investment accounts of the organization.

7. Funding of Reserves: The Operating Reserve Fund will be funded with surplus unrestricted operating funds. The Board of Directors may from time to time direct that a specific source of revenue be set aside for Operating Reserves.
8. Use of Reserves: Use of the Operating Reserves requires three steps:
  - a. Identification of appropriate use of reserve funds.

The Executive Director and staff will identify the need for access to reserve funds and confirm that the use is consistent with the purpose of the reserves as described in this Policy. This step requires analysis of the reason for the shortfall, the availability of any other sources of funds before using reserves, and evaluation of the time period that the funds will be required and replenished.
  - b. Authority to use operating reserves  

The Executive Director will submit a request to use Operating Reserves to the Finance Committee of the Board of Directors. The request will include the analysis and determination of the use of funds and plans for replenishment. The organization's goal is to replenish the funds used within twelve months to restore the Operating Reserve Fund to the target minimum amount. If the use of Operating Reserves will take longer than 12 months to replenish, the request will be scrutinized more carefully. The Finance Committee will recommend the request to the Board of Directors for ultimate approval by majority vote.
  - e. Reporting and monitoring.  

The Executive Director is responsible for ensuring that the Operating Reserve Fund is maintained and used only as described in this Policy. Upon approval for the use of Operating Reserve funds, the Executive Director will maintain records of the use of funds and plan for replenishment. He/she will provide regular reports to the Finance Committee/Board of Directors of progress to restore the fund to the target minimum amount.
- i. Review of Policy: This Policy will be reviewed every other year, at minimum, by the Finance Committee, or sooner if warranted by internal or external events or changes. Changes to the Policy will be recommended by the Finance Committee to the Board of Directors.
- ii. PLM World will maintain sufficient Operating Capital. The amount will be reviewed and determined annually by the Finance Committee and approved by the Board of Directors.

- iii. Any remaining funds in any of the bank accounts outside of what is mentioned above may from time to time be invested to obtain better interest rates than a standard savings account. The Director of Finance is responsible for making a recommendation to the Board of Directors for approval to do this.
- b. Capital Assets
  - i. Definition: A capital asset is any non-consumable item, (ex. computers, printers, laptop's, copy machines, etc.) owned by PLM World.
  - ii. Tracking: A list of the capital assets of PLM World shall be maintained.
- c. Commitments
  - i. Purchase Orders
    - 1. Budgeted Items. Purchase Orders may be issued for budgeted items, in amounts within the limits established by the budget, without explicit Board of Directors approval.
    - 2. As long as the top-line budget does not change, the Executive Director may approve budget changes. These expense changes must be included in an updated budget within thirty (30) business days.
- d. Cash Receipts (includes checks)
  - i. The Executive Director or other specified staff opens any mail addressed to PLM World or without specific addressee. The receipt of checks or cash will be recorded in the accounting system. All other checks or cash will be immediately deposited by staff or forwarded to the Business Coordinator.
  - ii. The depositor will endorse all checks to read as follows:
    - PAY TO THE ORDER OF
    - [bank name]
    - Account #
    - FOR DEPOSIT ONLY
    - PLM World, Inc.
  - iii. A report will be electronically recorded that includes the source and amount of the receipts.
  - iv. The checks and cash will then be prepared for deposit.
  - v. Documentation for all receipts (a copy of check, letter, etc.) will be included with the duplicate slip and filed chronologically electronically.
  - vi. All receipts will be deposited intact. No disbursements will be made from cash or check receipts prior to deposit.
  - vii. The Business Coordinator will record each cash payment received in a number receipt book with a duplicate for the payer. Cash shall be locked in a secure location until taken to the bank.
  - viii. The Executive Director will receive a copy of all deposit reports for review.
- e. Check Authorization
  - i. All invoices will be immediately forwarded to the executive Director who will review all invoices for mathematical accuracy, validity, conformity to the



budget (or other board authorization) and compliance with bid requirements, if required.

- ii. Prior to payment, all invoices will be approved (indicated by initialing) by the Executive Director or the board member responsible for the project.
- iii. By approving an invoice, the Executive Director indicates that it has been reviewed by the responsible board member and authorizes a check.
- iv. The Executive Director will ensure that all conditions and specifications on a contract or order have been satisfactorily fulfilled.
- v. Approved invoices will be entered into the accounting system.
- vi. The Business Coordinator will prepare checks as needed.

f. Checks

- i. The Business Coordinator will be responsible for all blank checks.
- ii. The Business Coordinator will generate checks for approved invoices through the accounting system.
- iii. Voided checks will have "VOID" written boldly in ink on the face and have the signature portion of the check torn out. Voided checks will be kept on file.
- iv. In no event will:
  - 1. Invoices be paid unless approved by an authorized signer.
  - 2. Blank checks (checks without a date or payee designated) be signed in advance.
  - 3. Checks be made out to "cash", "bearer", "petty cash", etc.
  - 4. Checks be prepared on verbal authorization, unless approved by the Executive Director.
- v. In the event that it is necessary to issue a duplicate check for checks in an amount over \$15, a stop payment will be ordered at the bank on the original check.

g. Bank Reconciliations

- i. Bank statements will be received directly and opened by the Business Coordinator.
- ii. The Business Coordinator will reconcile the bank statement monthly.
- iii. The Director of Finance and Executive Director shall verify the reconciliation of the bank accounts on at least a quarterly basis, document the results, and keep this record in the PLM World community file folder on our website.
- iv. On all checks outstanding over 90 days, the Executive Director or Director of Finance should take appropriate action.

h. Purchases and Contracts Under \$25,000

- i. All purchases & contracts under \$25,000 can be approved by the executive Director.
- ii. The fund requestor is responsible to know if the item ordered is within the budget and guidelines

- i. Purchases and Contracts \$25,000 and above
  - i. All purchases & contracts including services over \$25,000 must be approved in advance by the following board members- Chairperson and Director of Finance. If either of those two members are not available, then the Vice Chairperson should be used as an alternate.
  - ii. It is the responsibility of the requestor to arrange a contract review meeting with the Finance Committee.
  - iii. Purchases & contracts over \$25,000 may be required to have the Director of Finance and/or Board Chairperson determine if a competitive bid is necessary.
  - iv. All bid requests will contain clear specifications and will not contain features which unduly restrict competition.
  - v. The Project Director will be responsible to ensure that all conditions and specifications of a contract, bid, or order have been satisfactorily fulfilled and will be responsible for timely follow-up of these purchases.
  - vi. Purchases of over \$25,000 will not be fragmented or reduced to components of less than \$25,000 to avoid the bid process.
  
- j. Non-Program Income
  - i. Donations of cash and non-program related income will be separately accounted for.
  
- k. Contract Management
  - i. The Executive Director will carefully review each contract to ensure compliance with all financial and programmatic provisions. The Business Coordinator will maintain originals of all contracts and maintain copies of all contracts in SharePoint. The Business Coordinator will prepare initial entries as appropriate to record each contract.
  - ii. It will be the responsibility of the Executive Director to insure that expenses and charges against each contract are managed within budget and in line with approved contract totals.
  
- l. Payroll
  - i. **Time Sheets**
    1. Hourly, temporary and part-time staff will be required to complete a time sheet on a twice monthly basis.
    2. Full-time staff will not be required to complete time sheets unless required by law.
    3. Completed time sheets will be submitted to the Executive Director at the end of the last working day of each pay period.
    4. No payroll checks will be issued without a completed time sheet
    5. Incomplete time sheets will be returned to the employee for correction.
    6. The Executive director will verify the accuracy of the time sheets and addition.

- ii. Employees will be paid every two weeks; deductions are itemized on each paycheck.
- iii. The Business Coordinator inputs payroll information into Intuit Full Service Payroll who then processes payroll and makes direct deposits to staff accounts. Necessary state and federal taxes are processed by Intuit Full Service Payroll.
- iv.
- v. Checks will not be issued to any person other than the employee without written authorization from the employee or courts.
- vi. Voluntary and involuntary terminations will be paid at regular pay date. Involuntary terminations will be paid on day of separation.
- vii. Payroll Taxes
  - 1. Intuit Full Service Payroll prepares and files payroll tax reports and payments W2 Forms and 1099 Forms.
  - 2. The executive Director will verify payroll tax preparation on a quarterly basis.

m. Benefits

- i. Payroll will be prepared in accordance with the personnel policies and benefit plan.

n. Reimbursement of Expenses

i. Eligibility

- 1. PLM World business related travel and incidental expenses for members of the Board of Directors and PLMW staff will be reimbursed, provided that documentation requirements are met.
- 2. The Board of Directors may elect to reimburse SIT/Technical Track/Working Groups (Connection) Chairpersons expenses for travel to and from Member conferences. Reimbursement is contingent on the financial condition of PLM World prior to the Member conference, the SIT/ Technical Track/Working Groups Chairpersons meeting minimum requirements outlined below and proper expense documentation. The Board of Director's contact for each Chairperson/The Technical Director will inform SIT/ Technical Track/Working Groups chairpersons the Chairperson of the Board of Directors' decision on SIT/ Technical Track/Working Groups Chairperson conference travel expense reimbursement ninety (90) days before each Member conference.

o. Travel and Expenses

- i. All PLM World business travel must be approved in advance via the Travel Request Form by both the Executive Director and either the Chairperson or Director of Finance. If the request is raised by one of the aforementioned, the alternate approver shall be the Vice Chairperson.
- ii. All reimbursable expenses are due in Concur within 30 days of travel and a receipt must be included for items exceeding \$75. Submitted reports are approved at the discretion of the Executive Director.

iii. Approved Travel Expenses

Individuals traveling for PLM World business purposes are expected minimize travel expenses by selecting lowest reasonable fares and curtailing the duration of travel.

1. Flights – Reimbursable expenses include Coach Economy, non-refundable fares with 14-day advance purchase and 1 checked bag. Upgrade selections on discount airlines are not to exceed the alternative cost of traveling on a major airline on the same date.
2. Mileage – Business use of a vehicle will be reimbursed at the standard IRS rate.
3. Ground Transportation – Taxis, Shuttles, Tolls, Parking, and similar fees.
4. Meals – Government Per Diem rates will be granted for all meals incurred during travel except when meals are provided by PLM World.
5. Lodging – Room rates, taxes, fees, and internet access.

iv. Other Travel Expenses

Any costs associated with a travel companion or extension of travel for personal interests are not reimbursable. Individuals wishing to receive reimbursement for travel expenses not explicitly approved in #3 must provide valid business justification and obtain approval for each expense per the discretion of Executive Director. Such expenses include, but are not limited to:

1. Flight Upgrades – seat selection, in-flight internet, additional baggage, WiFi, travel insurance
2. Rental Vehicles – The insurance offered by rental car agencies must be purchased.
3. Lodging Upgrades – rooms, room service, concierge services, spa services

- v. It is expected that while travel on behalf of PLM World, all individuals represent the organization with utmost professionalism and seek to further the mission of the organization. This may include:

1. Posting and/or collecting social media appropriate content, photos, or contacts.
2. Collecting benchmarking and/or collaborative information.
3. Identifying MVP Program and/or Potential board and committee volunteers.

- p. Consultants
  - i. Consideration will be made of internal capabilities to accomplish services before contracting for them.
  - ii. Written contracts clearly defining work to be performed, terms and conditions will be maintained for all consultant and contract services.
  - iii. The qualifications of the consultant and reasonableness of fees will be considered in hiring consultants.
  - iv. Consultant services will be paid for as work is performed or as delineated in the contract.
  - v. The Business Coordinator will prepare 1099 returns for consultants at year end.
  
- q. Property
  - 1. Equipment shall be defined as all items (purchased or donated) with a unit cost of \$500 or more and a useful life of more than one year.
  - 2. The Business Coordinator will maintain an inventory log; which shall list a description of the item, date of purchase or acquisition, price or fair value of the item and its location.
  - 3. A depreciation schedule shall be prepared by our Accountants at least annually for the audited financial statements by the Audit Firm.
  - 4. The Business Coordinator will record all equipment in the accounting system.
  - 5. An entry must be made whenever property is disposed of or acquired.
  
- r. Leases – Real Estate
  - 1. The Executive Director will review leases prior to submission to the Board of Directors for approval.
  - 2. All leases, clearly delineating terms and conditions, will be approved by the Board of Directors and signed by the Executive Director.
  - 3. The Business Coordinator will keep a copy of each lease on file.
  - 4. The Accountant will be notified of each lease and lease specifications, and will make proper general journal entries for same.
  
- s. Leases – Equipment
  - 1. The Executive Director will review all equipment leases.
  - 2. All equipment leases, clearly delineating terms and conditions, will be approved and signed by the Executive Director.
  - 3. The Business Coordinator will keep a copy of each equipment lease on file.
  - 4. The Accountant will be notified of each equipment lease and lease specifications, and will make proper general journal entries for same.
  
- t. Insurance
  - 1. Reasonable, adequate coverage will be maintained to safeguard the assets of the corporation. Such coverage will include property and liability, worker's compensation, employee dishonesty and other insurance deemed necessary.
  - 2. The Executive Director will carefully review insurance policies before renewal.

3. The Business Coordinator will maintain insurance policies in insurance files.
  4. The Business Coordinator will prepare and maintain an accurate list of insurance products and policy details and keep this record in the PLM World community file folder on our website.
- u. Books of Original Entry
1. PLM World, Inc., will utilize QuickBooks for accounting for all funds.
  2. Adequate documentation will be maintained to support all general entries.
  3. At the end of each month, the Director of Finance and Executive Director will review the Budget YTD, Balance Sheet and P&L Statement, document the results, and keep this record in the PLM World community file folder on our website.
  4. The Business Coordinator will maintain its accounting records on the cash basis in a manner that facilitates the preparation of audited financial statements conforming to generally accepted accounting principles.
- v. Budgets
1. The Executive Director and the Director of Finance will prepare the financial budget as outlined in the Policies and Procedures document.
  2. The Business Coordinator will insure that budgets are on file, and updated in QuickBooks.
- w. Accounts Receivable
1. Documentation will be maintained for accounts receivable.
  2. Accounts receivable will be recorded in the books and collected on a timely basis.
- x. Loans
1. The Board of Directors has determined that no loans will be undertaken.
- y. Financial Procedure Update
1. Financial procedures will be reviewed bi-annually by the Board of Directors. The Board of Directors must approve changes to the financial procedure manual prior to implementation.
- z. Audits
1. The Director of Finance, on behalf of the Board of Directors, shall contract with an independent auditing firm a full audit or review of the books as required by the bylaws.
- aa. Personnel Files
1. The Business Coordinator will maintain a personnel file for each employee, containing appropriate documents, such as the signed compensation agreement, approval of changes in compensation, an I-9 immigration form, and withholding forms for taxes, benefits, deferred compensation, and charitable contributions.

bb. Corporate Tax ID Number Use

1. Use of corporate tax ID number will be allowed as per the RUG Governing Procedures Manual.

cc. Minutes of Meetings

- i. A member of the PLM World staff, or an approved replacement, will prepare accurate minutes of all meetings of the Board of Directors.
- ii. The Executive Director and Director of Finance will note all items in the minutes relating to finance and take appropriate action.

- Strategic Innovation Team/Technical Track Chairpersons

The objective of the PLM World Technical Organization is to provide:

A framework for collaboration among PLM World members, partners, and SPLM. This is accomplished through:

- Online forums at SPLM Community and PLMW, and leveraging all appropriate technologies.
- Providing a means for Ad Hoc meetings and discussions through conference calls and online meetings
- Online File Libraries to share files, templates, white papers, etc
- Roundtable, Open Forum, and other networking type sessions at annual conferences and RUGs

A forum for technical input to, and influence of, Siemens PLM Software product development roadmaps. This is accomplished through:

- Working Groups
- Strategic Innovation Teams
- Providing direct Voice Of Customer Input to SPLM
- Input from Collaboration opportunities

The formation of Working Groups and Strategic Innovation Teams will follow the established guidelines below, and be approved by the Technical Committee.

a. Working Groups

To provide a means for members of PLM World and Siemens PLM to collaborate on tactical topics affecting the current and future usage of PLM software tools, the concept of a Working Group has been established.

Working Groups are short term technical and detail oriented groups created to address specific issues with Siemens PLM Software tools. The objectives, deliverables, and timeframes are up to each potential group to define prior to forming the group. When a Working Group has fulfilled its objectives, it disbands or may be relaunched under a new set of objectives, deliverables, and timeframe. If a longer term strategic group is desired, consider forming a Strategic Innovation Team instead.

b. Launching a Working Group

Any PLM World member in coordination with a Siemens PLM counterpart and other potential group members may form a Working Group pursuant to the prerequisites and requirements, and approval of the PLM World Technical Committee overseeing these groups. An application form/template has been created to assist in this process. The application form/template can be downloaded from the PLM World website. Feedback on approval will be given within 6 weeks of submission.

Application submissions and questions regarding Working Groups may be directed to the PLM World Technical Operations Director.

c. Strategic Innovation Teams

To provide a means for members of PLM World and Siemens PLM Software to collaborate on strategic topics affecting the future of PLM, the concept of a Strategic Innovation Team has been established. Strategic Innovation Teams are thought provoking, idea nurturing groups looking at evolving technologies and applications related to PLM. They are considered high level visionary discussion groups focused on the strategic direction of Siemens PLM Software. However, more tactical and technical Working Groups may be spawned resulting from these discussions to address specific issues. Further information can be found on the PLM World website.

D. Launching or Joining a Strategic Innovation Team

An application form/template has been created to assist in this process. The application form/template can be downloaded from the PLM World website. Application submissions and questions regarding Strategic Innovation Teams may be directed to the PLM World Strategic Technical Director. Feedback on approval will be given within 6 weeks of submission.

e. Engaging the PLM World Community

WG and SIT leaders are required to host a session a PLM World sponsored event to share their results and facilitate further discussion and collaboration.

f. Set-Up and Scheduling of a WG and SIT Conference Calls

PLM World can provide conference call information for WG's and SIT's. To schedule a call and receive the call-in number and host code, contact Community Engagement Strategist, Erin Wander at [ewander@plmworld.org](mailto:ewander@plmworld.org). You will need to include the following information:

- Date of call
- Time and time zone
- Length of call
- How many participants
- Host name, and telephone number

g. Technical Committee On-line Tools

Web pages on the PLM World website:



- Each WG and SIT will be given a web page on the PLM World website that can be accessed through the PLM World website. This is a very useful area for technical groups to state their mission/purpose, list their committee members, advertise upcoming meetings and conference calls, and post any other pertinent information useful to your members.
  - If you are a new committee, and would like to request a web page for your group on the PLM World website, please contact Community Engagement Strategist, Erin Wander at [ewander@plmworld.org](mailto:ewander@plmworld.org).
  - To make updates to a web page, such as posting an upcoming meeting announcement, send all information to the Community Engagement Strategist, Erin Wander at [ewander@plmworld.org](mailto:ewander@plmworld.org). The updates will be completed in 1-2 business days.
- Regional User Groups
    - a. RUG Overview
 

Regional Users Groups strive to be a local source of information and education on the usage of all Siemens PLM Software products; including NX, Teamcenter, and Tecnomatix as well as a link to those who create it. RUGs typically hold several meetings per year to discuss various topics of interest to their members.
    - b. Listing of RUGS
      - i. Arizona
      - ii. Chicago
      - iii. Cincinnati
      - iv. Detroit
      - v. Indiana
      - vi. Intermountain
      - vii. Mid-Atlantic
      - viii. Midwest
      - ix. New England
      - x. New York State
      - xi. Northern California
      - xii. Rocky Mountain
      - xiii. Southeast
      - xiv. SoCal - Los Angeles
      - xv. SoCal – San Diego
      - xvi. Southwest
      - xvii. St. Louis
      - xviii. Wisconsin
    - c. RUG Charter Agreement – See Appendix D
    - d. RUG Model Governing Procedures – See Appendix E
    - e. RUG Operations Manual – See Appendix F
    - f. RUG leadership – see the [PLM World website](#) for the current listing of RUG leaders.

g. RUG Elections

RUG elections are to be held every two years. While the Siemens PLM sales and technical liaisons for each RUG are typically appointed via the appropriate Siemens management personnel, the customer positions (RUG Chair, RUG Secretary/Treasurer) should be elected every two years. Candidates should be solicited from the specific RUG community at large, and a ballot should be established, with at least one candidate for each elected position, no later than 30 days prior to the scheduled RUG event. Candidate information will be communicated via the specific RUG webpage on [www.plmworld.org](http://www.plmworld.org), and PLM World staff will assist with voting process for each RUG. Election winners will be announced at the end of each specific RUG event.

h. RUG Financial Procedures

PLM World will manage the following financial activities for each RUG:

- Tax Filings
- Event and Officer Insurance Coverage
- Legal compliance
- RUG expense and revenue accounting and reconciling of bank statements.
- Monthly, quarterly and yearly accounting reports

The RUG leadership will be responsible for:

- The development of Financial Strategy
- Maintaining the financial health of their RUG
- Creation of their RUG Budget
- Communicate expenditures to PLM World
- EOY Review of RUG Finances

i. RUG Sponsor Payments

1. RUG sponsorship will happen through the PLMW website, and the following forms of payment will be accepted: check, wire transfer, or credit card (through PayPal).
2. Once payment is received for an invoice, it will be posted in Socius (website) and QuickBooks.
3. In QuickBooks, the payment details will include: sponsor name, payment method (CK#, CC, ref#, etc.), partner package level and it will be classified to the specific RUG.
4. 10% commission on all sponsorships will be paid to PLM World Partner and Sales Manager by individual RUG benefiting from the sponsorship.

ii. RUG Registration Payments

1. Registration will happen through the PLMW website, and payment will run through a RUG merchant account – currently authorize.net.

2. The Net amount of each transaction will be deposited into each RUG account in Quickbooks. Each transaction has an Invoice ID#, to cross reference in the website and Item Title, which lists the specific RUG.
  3. Transaction fees are automatically deducted from the Gross (registration) amount, resulting in the Net amount that will be deposited into each RUG account. \*refer to processing fees below
- iii. Payment processing fees (fees set by merchants not PLM World)
    1. Checks –none; full check amount will be deposited into the account;
    2. Wire Transfers –there are bank fees for payments made by wire (usually around \$10), that will be debited from the specified RUG account (fees listed in QuickBooks as bank fees); \*note: the invoice # will be listed in the memo of the wire transfer, for RUG classification
    3. Credit Cards- (merchant transaction fees currently 2.9% of amount) are automatically deducted from each invoice’s gross amount (fees listed in QuickBooks as bank fees).
  - iv. On-Site Registration for RUG Events
    1. RUGS are responsible for their own on-site registration. This includes but it not limited to reporting into Socious system, cash collections and name badges, badge holders and lanyards.
    2. If Cash is collected, the RUG treasurer will deposit the cash into the RUG checking account within 5 business days following the meeting or will send the PLMW Business Coordinator a money order to deposit into the RUG checking account.
  - v. Refunds
    1. Cancellations will be granted to written requests on or before 1 week prior to the event. No refunds will be issued after 1 week prior to the event.
  - vi. Registration may be transferred to another person at any time. RUG Issued credit cards
    1. All RUGs will have a credit card for small/misc. purchases with a limit of \$1,500. Each card will have an authorized RUG signer on the account (the treasurer or the chairman). Only this person is authorized to make credit purchases on behalf of the RUG.
    2. Receipts must be kept for every purchase and submitted along with an expense report.
    3. Expense reports will be processed monthly
    - Expenses that were put on the RUG credit card need to be completed on the Credit Card Expense Report. Only receipts from credit cards should be attached to that report (would prefer 1 PDF).
    - Expense that were made by personal funds and monies due to that person need to be completed on the Cash Receipt Expense Report. Do not include credit card receipts in with personal receipts (would prefer 1 PDF)
    - Information needs to be entered on expense report as follows:
      - a. Date – The date the expense was incurred (not the date of the meeting/today’s date, etc. Must match the receipt date.)

- b. Vendor – Name of company from where the purchase was made – City & State
- c. Miscellaneous Explain – Reason/What was purchased (ie. Lanyards/Shirts/Office Supplies)
- d. For any meals – the names and affiliation of the persons in attendance must be written on receipt or separate sheet and included in the Expense report PDF.
- Naming of Expense Reports – Name of Person Incurring the Expense – Which RUG – Date of Expense Report. For Example: JoeSmith – Detroit RUG – 10-7-2018  
Expense reports must be approved by RUG Chair and Treasurer. The PLM World Business Coordinator will have a credit card to pay for larger purchases, if checks are not accepted by a vendor.
  - i. Invoices
    1. RUGs will submit invoices (food, facility, etc.) directly to the PLM World Business Coordinator for payment. The PLM World Business Coordinator will email the RUG chairman and treasurer, with the Community Engagement Strategist copied, when payment has been issued to the vendor (upon receipt of invoice or within 30 days of event).
    2. If a deposit is needed, the PLM World Business Coordinator can pay vendor via check or credit card; a credit authorization form can also be submitted (if applicable).
    3. Only an authorized RUG contact will submit invoices, so the PLM World Business Coordinator will have a direct contact if there are questions. The PLM World Business Coordinator suggests same person as listed on CC, to have one main contact
  - ii. Banking Reports
    1. All RUG funds are deposited in a single bank account kept at Bank of America. However, each RUG is categorized in QuickBooks so as to separate the individual RUGs' income and expenses for reporting.
    2. From July-December, each RUG will receive a monthly QuickBooks report detailing all activity and account balance, after the previous month has been reconciled (around the 15th of each month). After RUG season is over, reports will be sent out quarterly (since there will be no activity), unless requested otherwise.
- PLM World Board Meeting Voting Procedures
  - a. Roberts Rules of Order - The rules contained in the most recent edition of Robert's Rules of Order shall provide the rules of procedure for the Corporation where they are not inconsistent with the provisions of the Articles of Incorporation or these By-Laws.
  - b. Quorum - Two-thirds (2/3) of the total number of voting members of the Board of Directors are required for board meetings or discussion to take place.
    - i. 2018 PLM World Board consists of 13 members - 12 voting members and one non-voting member – Quorum for board meetings or discussions = eight voting members.
  - c. A 3/4 majority affirmative vote is needed to approve motions to edit the Bylaws; a simple majority approval is needed for all other motions.

- d. Email Voting Policy
  - i. When it is necessary for the board to vote on an issue outside of a meeting the following rule shall apply. The email calling for the vote shall have “Call for Vote” in the subject line. All votes shall respond replacing the subject line with [your name]’s vote: subject”. All of these emails shall include a cc to the Business Coordinator and will be recorded in the next minutes.
- PLM World Board of Directors’ Election Procedures
  - a. Candidate Qualifications
    - i. All candidates must be current member in good standing of PLM World, Inc. and belong to the Class One member category.
    - ii. PLM World as an organization values diverse experiences in leadership, background, expertise, geographic location, and professional level. It seeks leaders from all types and sizes of eligible organizations. The PLM World Board of Directors has identified several key characteristics that potential Board members would have:
    - iii. Demonstrated involvement with PLM World and the Siemens PLM customer community. Examples might include but are not limited to: attendance at PLM Connections; presentations at PLM Connections or regional user events; leadership within the regional user groups; participation or leadership in working groups, etc.
    - iv. Recognized leader within their company for PLM activities.
    - v. Relevant expertise in the disciplines of product design, production, supply chain, or sustainment. Examples include, but are not limited to: engineer, designer, purchasing/procurement, IT staff or manager, executive team, group manager, etc.
    - vi. Commitment to participate in 4-6 board meetings in person per year and bi-weekly phone calls.
    - vii. An ability to demonstrate positive leadership attributes; emotional intelligence; ability to work collaboratively and engage in appropriate debate and discussion when needed.
    - viii. A tendency towards visionary or strategic thinking, with an appreciation for the tactical processes needed to execute those visions and strategies.
    - ix. SIG/TECHNICAL TRACK Chairperson candidates must have presented in a previous SIG/TECHNICAL TRACK session or must commit to present in the Technical Track session just prior to becoming a Chairperson.
    - x. All candidates must have the approval of the Board of Directors.
  - b. Election Procedures
    - i. The PLM World board will solicit and accept nominations for open positions a minimum of 10 weeks out from the annual meeting.
    - ii. Nominations will close eight weeks prior to the annual meeting.

- iii. Nominations should include: name, job title, company, experiences using Siemens PLM tools, and a brief description of how the candidate would contribute to PLM World.
    - iv. Individuals may self-nominate.
    - v. Voting will open four weeks prior to the annual meeting and close on the final day of the annual meeting.
  - c. Board Stagger – [Election Board Cycle](#) for the current board positions and stagger
  - d. Ballot Procedures
    - i. Ballots shall be available on the website or e-mailed to all current PLM World members with updated PLMW profiles. For those members only active on PLMW communities, the ballot will be available digitally through the community.
    - ii. The Association may elect to use an independent voting company if desired, including the use of online voting.
    - iii. Voting shall be conducted via the PLM World Website or email by the date specified on the ballot.
    - iv. Ballots will contain the name of at least one candidate for each open office, and a space for write-in candidates.
    - v. Steps shall be taken to insure that each Ballot can be voted only once.
    - vi. Ballots will be counted and the results certified by the Board of Directors.
    - vii. The candidate receiving a plurality of votes shall be declared the winner. The Board of Directors shall decide any ties.
    - viii. The results shall be announced to the Members as soon as possible after the election is finalized.
    - ix. The election results will take effect on the date specified by the Board of Directors.
- Governing Documents
  - a. PLM World Bylaws – Appendix A
  - b. PLM World Articles of Incorporation – Appendix B
- PLM World Staff Position Descriptions – Appendix I
- Bylaws
  - a. Conflict with Bylaws
 

In the case of any conflict between the terms set forth herein and the Corporations Bylaws, the terms of the Bylaws shall govern and the terms set forth herein shall be deemed modified to the least extent necessary to correct such conflict.

- These policies and procedures will be reviewed annually by the Board of Directors.

**Appendix A – PLM World Bylaws – Updated February, 2 2017  
AMENDED & RESTATED**

**BYLAWS OF PLM World, Inc.**

**ARTICLE I NAME AND PRINCIPAL OFFICE**

**Section 1. Name.** The name of this nonprofit Corporation is PLM World, Inc. (the “Corporation”).

**Section 2. Registered Office.** The registered office of the Corporation shall be in Minnesota. The Corporation may have such other offices either within or without Minnesota as the Board of Directors may determine or as the affairs of the Corporation may require from time to time.

**ARTICLE II MEMBERSHIP**

**Section 1. Members and Qualification.** The Membership of the Corporation (the “Members”) shall consist of and be open to individuals, whose interests are consistent with the purpose of the Corporation, and shall be divided into Five (5) classes, with such classes and applicable qualifications as described below, and all such individuals must fulfill all applicable criteria and obligations to qualify for admission to membership established by the Board of Directors. Membership term and dues shall be established from time to time by resolution of the Board of Directors, and shall be documented in the Policies and Procedures Manual of the Corporation as described in Article X of these By-Laws. In addition to the foregoing, the Corporation’s Members shall have all powers conferred on them by the Minnesota Nonprofit Corporation Act (the “Act”), these By-Laws and the Articles of Incorporation. The classes of Membership shall be as follows:

- A. Class One: Users.** The Users Class of Membership shall consist of Members whose direct employer owns an active license of Siemens PLM Software, or are a qualified Siemens PLM Software sales prospect. Members of the Users Class shall have voting rights and shall have the right to cast one (1) vote on each matter brought before the Membership (the “Voting Members”).
- B. Class Two: Partners.** The Partners Class of Membership shall consist of Members who are employed directly by a company that is a partner of either PLM World or Siemens PLM Software. Members of the Partners Class shall not have voting rights.
- C. Class Three: Siemens PLM Software Employees.** The Siemens PLM Software Class of Membership shall consist of Members who are a direct employee of Siemens PLM Software. Members of the Siemens PLM Software Employees Class shall not have voting rights.
- D. Class Four: Retired User.** Class One members retiring from a direct employer owning an active Siemens PLM Software license, may request membership in PLM World annually. Consult the PLM World Policies and Procedures document for the request and approval process. Members of the Retired User Class shall not have voting rights.
- E. Class Five: Transitional Member.** Class One members transitioning between positions may request membership in PLM World annually. Consult the PLM World Policies and Procedures document for the request and approval process. Members of the Transitional Member class shall not have voting rights.



**Section 2. Suspension, Expulsion and Refusal of Membership; Resignation.** The Board of Directors shall, in its sole and absolute discretion and in accordance with the procedures set forth herein, have the power to suspend or expel any Member who does not comply with these By-Laws, the Articles of Incorporation, Policies and Procedures Manual, or who engages in unprofessional or illegal conduct. In such event the Board of Directors shall deliver written notice of the proposed suspension or expulsion to such individual not less than fifteen (15) days before the effective date of the suspension or expulsion and provide such individual an opportunity make a statement to the Board of Directors, either orally or in writing, within five (5) days before the effective date of the suspension or expulsion. Such action shall require a two-thirds (2/3) vote of the Board of Directors, except that if the Member being considered for suspension or expulsion is a member of the Board of Directors, then he or she shall not be permitted to vote on the matter. The Board of Directors shall, in its sole and absolute discretion, have the power to refuse Membership to any individual who does not meet the membership qualifications set forth in these Bylaws and otherwise does not fulfill the criteria for membership established by the Board of Directors. A Member may resign at any time by providing written notice to the Corporation. The resignation of a Member does not relieve the Member from any obligations to the Corporation the Member may have incurred prior to resignation.

**Section 3. Meetings - Frequency.** The Board of Directors shall have the power to call an annual or special meeting of the Members. An annual meeting shall be held: to elect successors for directors whose terms have expired or will expire at the Annual Meeting; to provide a report on the activities and financial condition of the Corporation; and to act upon any other matters brought before the Members. If an annual meeting of Members has not been held during the preceding fifteen (15) months, at least fifty (50) Voting Members or one (1) percent of the Voting Members, whichever is less, may demand an annual meeting of Members by written notice of demand given to the Chairperson or Director of Finances of the Corporation. Within thirty (30) days after receipt of the demand, the Board shall cause a meeting of Members to be called and held at the expense of the corporation on notice no later than ninety (90) days after receipt of the demand. If the Board fails to cause a meeting to be called and held as required by this subdivision, the Voting Members making the demand may call the meeting at the expense of the corporation by giving notice as required pursuant to these Bylaws and the Act.

**Section 4. Meetings – Time & Place.** Any meeting of the Members may be held at the time and place determined by the Board of Directors and as set forth in notice provided to the Members. If a demand for a meeting is made under Article II, Section 3, above, and the Board of Directors has not otherwise determined a location for the meeting, the meeting must be held in the county where the Corporation's registered office is located.

**Section 5. Meetings by Remote Communication.** Any annual or special meeting of the Members may be held solely by one or more means of remote communication, provided that notice of the meeting is given to every Voting Member, and if the number of Voting Members participating in the meeting is sufficient to constitute a quorum at the meeting. Participation by a Voting Member in this manner constitutes presence at the meeting in person or by proxy. If a meeting is held in a physical location, a member not physically present in person or by proxy may participate in the meeting by means of remote communication. If any meeting is held solely by remote communication or if Voting Members participate by means of remote communication, the Corporation must: (a) implement reasonable measures to verify that each

person deemed present and entitled to vote at the meeting by means of remote communication is a Member; and (b) implement reasonable measures to provide each Member participating by means of remote communication with a reasonable opportunity to participate in the meeting, including an opportunity to: (i) read or hear the proceedings of the meeting substantially concurrent with those proceedings; (ii) if allowed by the procedures governing the meeting, have the Member's remarks heard or read by other participants in the meeting substantially concurrently with the making of those remarks; and (iii) if otherwise entitled, vote on matters submitted to the Members.

#### **Section 6. Notice Requirements.**

**A. To whom given.** Notice of meetings of Members must be given to every Voting Member as of the record date determined pursuant to Article II, Section 7 herein. If the meeting is an adjourned meeting and the date, time, and place of the meeting were announced at the time of adjournment, notice is not required unless a new record date for the adjourned meeting is or must be fixed under Article II, Section 7(B), below.

**B. When given; Contents.** In all cases where a specific minimum notice period has not been fixed by the Act, the notice must be given at least five (5) days before the date of the meeting and not more than sixty (60) days before the date of the meeting. The notice must contain the date, time, and place of the meeting, and in the case of a special meeting, the purposes of the meeting, and any other information required by the Act. The business at a special meeting of the Voting Members is limited to the purposes set forth in the notice of the meeting. If proxies are permitted at the meeting, the notice must so inform Voting Members and state the procedure for appointing proxies.

**C. Waiver of notice; Objections.** A Voting Member may waive notice of a meeting of Members. A waiver of notice by a Voting Member entitled to notice is effective whether given before, at, or after the meeting, and whether given in writing, orally, or by attendance. Attendance by a Voting Member at a meeting is a waiver of notice of that meeting, unless the Voting Member objects at the beginning of the meeting to the transaction of business because the meeting is not lawfully called or convened, or objects before a vote on an item of business because the item may not lawfully be considered at that meeting and does not participate in the consideration of the item at that meeting.

#### **Section 7. Record date; Determining Members Entitled to Notice and Vote.**

**A. Determination.** The Board of Directors may fix a date not more than sixty (60) days before the date of a meeting of Members as the date for the determination of the Voting Members entitled to notice of and entitled to vote at the meeting

**B. Adjourned Meeting.** A determination of Voting Members entitled to notice and to vote at a Membership meeting is effective for an adjournment of the meeting unless the Board fixes a new date for determining the right to notice and to vote, which it must do if the meeting is adjourned to a date more than sixty (60) days after the record date for determining Voting Members entitled to notice of the original meeting.

## **Section 8. Members' List for Meeting.**

**A. Preparation.** After fixing a record date for notice of and voting at a meeting of the Members, the Corporation shall prepare an alphabetical list of the names of its Voting Members who are entitled to notice and to vote. The list must show the address and number of votes each Voting Member is entitled to vote at the meeting.

**B. Inspection.** The list of Members must be available for inspection by a Voting Member for the purpose of communication with other Members concerning the meeting, beginning two (2) business days after the meeting notice is given and continuing through the meeting, at the corporation's registered office or at a reasonable place identified in the meeting notice in the city where the meeting will be held. The list also must be available at the meeting. A Voting Member, a Voting Member's agent, or attorney is entitled on written demand to inspect and to copy the list, at a reasonable time and at the Voting Member's expense, during the period it is available for inspection and at any time during the meeting or an adjournment.

**C. Improper use Prohibited.** A Member, agent, or attorney who gains access to the Corporation's Membership list under this Article II, Section 8, may not use or give to another for use the Membership list for any purpose other than a proper and legal purpose. Upon application of the Corporation, the district court may issue a protective order or order other relief necessary to enforce this provision.

**Section 9. Right to vote.** Each Voting Member in good standing is entitled to one vote on each matter voted on by the Voting Members. The Voting Members shall be entitled to vote for the Members of the Board of Directors.

**Section 10. Proxies.** Voting Members shall be permitted to vote via proxy. A Voting Member may authorize a proxy to act on the Voting Member's behalf by filing a non-electronic written appointment of a proxy, signed by the Voting Member, with an officer of the Corporation at or before the meeting at which the appointment is to be effective, or by authenticated electronic communication of an appointment of a proxy with the Corporation at or before the meeting at which the appointment is to be effective.

## **Section 11. Acts of the Members.**

**A. General.** Unless a greater vote is required by the Act, if a quorum is present, or if a quorum has been present at a meeting, the affirmative vote of the majority of the Voting Members present and entitled to vote, which must also be a majority of the required quorum, is the act of the Members.

**B. Methods.** Voting Members may take action at a meeting by voice or in-person ballot vote or electronic ballot.

**C. Unanimous action without a meeting.** An action required or permitted to be taken at a meeting of the Voting Members may be taken without a meeting by written action signed by all of the Voting Members entitled to vote on that action. The written action is effective when it has been signed by all of those Voting Members, unless a different effective time is provided in the written action.

**D. Action by written ballot.** An action that may be taken at a regular or special meeting of Voting Members may be taken without a meeting if the Corporation mails or delivers a written ballot to every Voting Member entitled to vote on the matter. A written ballot must: (1) set forth each proposed action; and (2) provide an opportunity to vote for or against each proposed action. Approval by written ballot under this Section 11(D) is valid only if the number of votes cast by ballot equals or exceeds the quorum required to be present at a meeting authorizing the action, and the number of approvals equals or exceeds the number of votes that would be required to approve the matter at a meeting at which the total number of votes cast was the same as the number of votes cast by ballot. Solicitations for votes by written ballot must: (1) indicate the number of responses needed to meet the quorum requirements; (2) state the percentage of approvals necessary to approve each matter other than election of directors; and (3) specify the time by which a ballot must be received by the Corporation in order to be counted.

## **Section 12. Quorum.**

**A. Number Required.** Except as provided in the sentence immediately below, a quorum for a meeting of Members is one (1) percent of the Voting Members entitled to vote at the meeting.

**B. Action.** Except as provided in the sentence immediately below, a quorum is necessary for the transaction of business at a meeting of Voting Members. If a quorum is not present, a meeting may be adjourned from time to time for that reason. If a quorum has been present at a meeting and Voting Members have withdrawn from the meeting so that less than a quorum remains, the Voting Members still present may continue to transact business until adjournment.

## **ARTICLE III BOARD OF DIRECTORS**

**Section 1. Designation, Election, and Appointment.** The governing body of the association is the Board of Directors. The Board of Directors shall consist of the Chairperson, Vice-Chairperson, a maximum of five additional class one members elected by the membership. Additionally, a maximum of three Siemens PLM employees and a maximum of three Class One members can be appointed by the Board of Directors. The PLM World Executive Director is an ex-officio board of director member without a vote. Detailed election procedures shall be set forth in the Policies and Procedures Manual of the Corporation as described in Article X of these By-Laws.

**Section 2. Number.** Any two or more offices may be held by the same person, provided, however, that the Board shall at all times consist of three (3) or more individuals.

**Section 3. General Powers.** The property, affairs and business of the Corporation shall be controlled and managed by the Board of Directors. The Board of Directors may from time to time delegate particular responsibilities to specified officers or committees of the Corporation as it shall deem advisable, and as permitted under the Act. They may adopt such rules and regulations for the conduct of their meeting and the management of the Corporation not inconsistent with these By-Laws, the Corporation's Articles of Incorporation or the Act, as they may deem proper.



**Section 5. Election Certification.** The Board of Directors shall, by resolution, certify the results of each election.

**Section 6. Term of Office.** Board of Director position terms range from 1-5 years. With the exception of the Siemens PLM appointed positions, all positions, appointment and elected, may be re-appointed or re-elected, in the same position, for a maximum of 2 additional terms. Board members completing their term in any position, may go on to serve in additional appointed or elected positions. Details on the individual Board of Director position terms can be found in the PLM World Policies and Procedures Manual. The Board of Directors shall establish the exact date of the transition of office from an officer to his or her elected successor.

**Section 7. Resignations.** Any Director of the Corporation may resign at any time by giving written notice to the Chairperson or to the Secretary of the Corporation. Resignation is effective without acceptance when notice is provided to the Corporation, unless a later effective time is specified in the notice.

**Section 8. Removal of Directors.** Any Director may be removed, either with or without cause, at any time, by a unanimous vote of the Board of Directors, excluding the Director in question if applicable, at a duly held Board of Directors meeting, or by a majority vote of the Voting Members, at a duly held Member meeting. The Director to be removed shall be provided of notice of the proposed removal and an opportunity to make a statement orally or in writing at the meeting called for that purpose.

**Section 9. Vacancies.** Any vacancy in any of the positions on the Board of Directors may be filled for the unexpired portion of the term by the majority vote of the remaining members of the Board of Directors

**Section 10. Compensation.** Directors shall receive no compensation for their services as such; however, the Board may adopt rules for reimbursing Directors for expenses incurred in connection with Board meetings, committee meetings, and other activities of the Corporation. Nothing herein contained shall be construed to preclude any Director from serving the Corporation in any other capacity and receiving compensation therefore, provided that the nature of such other capacity is fully disclosed to the Board. Such compensation shall not be excessive in amount and the services performed therefore shall be reasonable and necessary for the furtherance of the Corporation's purposes.

**Section 11. Meetings of the Board of Directors.**

**A. Annual Meeting.** The Board of Directors shall meet for the purpose of organization and the transaction of other business, as soon as practicable after each election of Directors.

**B. Regular Meetings.** The Board of Directors may hold its meetings at the offices of the Corporation or at such places as the Board of Directors from time to time may determine.

**C. Frequency.** The Board of Directors shall meet at least four (4) times per year.

**D. Conduct of Meeting.** The Chairperson, or designee, shall preside at every meeting of the Board of Directors.

**E. Notice.** The Chairperson, or designee, must notify all Directors of the time, place, and agenda of any meeting of the Board of Directors, at least fourteen (14) days before the meeting. Notice shall be deemed effective when given. Notice may be given by facsimile communication to a telephone number at which the Director has consented to receive notice; electronic mail, when directed to an electronic mail address at which the Director has consented to receive notice; or any other form of electronic communication by which the Director has consented to receive notice.

**F. Waiver of Notice.** A Director may waive notice of a meeting of the Board. A waiver of notice by a Director entitled to notice is effective whether given before, at, or after the meeting, and whether given in writing, orally, by authenticated electronic communication, or by attendance. Attendance by a Director at a meeting is a waiver of notice of that meeting unless the Director objects at the beginning of the meeting to the transaction of business because the meeting is not lawfully called or convened and does not participate in the meeting.

**G. Quorum.** Two-thirds (2/3) of the total number of voting members of the Board of Directors shall constitute a quorum at any Board of Directors meeting. Except where otherwise provided for by the Act, Articles of Incorporation, or these Bylaws, a quorum of the Board of Directors shall be required for the transaction of any business. Less than a quorum may adjourn a meeting from time to time until a quorum is present. The act of the majority of those present and voting at a meeting at which a quorum is present shall be the act of the Board of Directors.

**H. Voting.** The Executive Director shall be a non-voting member of the Board. All other Board of Director members shall be entitled to one (1) vote on each matter submitted to the board.

**I. Participation in Meeting by Remote Communication.** Any meeting of the Board of Directors may be conducted solely by one or more means of remote communication through which all of the Directors may participate in the meeting, if the same notice is given as provided in Article III, Section 11.E, and if the number of Directors participating in the meeting is sufficient to constitute a quorum at a meeting. Any Director may participate in a meeting of the Board of Directors by means of conference telephone, or, if authorized by the Board, by such other means of remote communication, in each case through which that Director, other Directors so participating, and all Directors physically present at the meeting may participate with each other during the meeting. Participation in a meeting by the means described herein constitutes presence at the meeting.

**J. Minutes.** Minutes of each Board of Directors meeting shall be recorded, and upon approval of the Board of Directors, entered into the records of the Corporation.

**Section 12. Board of Directors Action without Meeting.** An action required or permitted to be taken at a Board meeting may be taken by written action signed by all of the Directors. PLM World Staff person shall file such consent or consents with the minutes of the meetings of the Board of Directors.

**Section 13. Officers, Roles and Responsibilities.** All position qualifications, roles, responsibilities, and performance guidelines shall be set forth in the Policies and Procedures Manual of the Corporation as described in Article X of these Bylaws.

#### **ARTICLE IV COMMITTEES OF BOARD OF DIRECTORS**

**Section 1. Designation; Vacancies.** The Board of Directors, by a resolution approved by the affirmative vote of a majority of the Board of Directors, may establish committees for a specified purpose. Except as otherwise set forth in these Bylaws, the Board of Directors shall appoint all members of the committee by the affirmative vote of a majority of the Directors present and voting at a meeting of the Board. The Board of Directors shall have power at any time to change the members of any committee, to fill vacancies, and to discharge any committee.

**Section 2. Powers.** Each committee appointed by the Board of Directors shall be subject to the control and direction of, and shall report to, the Board of Directors. Except as expressly set forth herein or in the resolution authorizing the creation of the committee, no committee shall have authority to act on its own behalf or on the Corporation's behalf, or to bind the Corporation in any manner, without the prior express written permission of the Board of Directors.

**Section 3. Procedure; Meetings; Quorum.** Except as expressly set forth herein, the provisions set forth in Article III, Section 11 of these Bylaws governing meetings of the Board of Directors shall apply to meetings of committees. A majority of the whole number of the members of each committee shall constitute a quorum at any meeting thereof, and the act of a majority of those present at a meeting at which a quorum is present shall be the act of the committee.

**Section 4. Compensation.** Members of committees shall receive no compensation for their services as such, however, the Board may adopt rules for reimbursing members of committees for expenses incurred in connection with committee meetings and other activities of the Corporation. Nothing herein contained shall be construed to preclude any committee member from serving the Corporation in any other capacity and receiving compensation therefore, provided that the nature of such other capacity is fully disclosed to the Board. Such compensation shall not be excessive in amount and the services performed therefore, shall be reasonable and necessary for the furtherance of the Corporation's purposes.

#### **ARTICLE V CONTRACTS, CHECKS, NOTES, ETC.**

**Section 1. Execution of Contracts.** All contracts, agreements, checks, drafts, notes, bonds, bills of exchange and orders for the payment of money, or other evidences of indebtedness (hereinafter collectively referred to as the "Money Contracts") shall, unless otherwise directed by the Board of Directors as stated in the Policies and Procedures Manual as described in Article X of these By-Laws, or unless otherwise required by law, be signed by the PLM World Executive Director per the Policies and Procedures Manual. In the event the Executive Director is unable to sign, another member of the PLM World staff may be authorized to sign by the Board of Directors.

**Section 2. Loans.** No loans shall be contracted on behalf of the Corporation and no negotiable



paper shall be signed in its name unless authorized by written resolution of the Board of Directors. When authorized by the Board of Directors, any authorized Director may affect loans and advances at any time for the Corporation from any bank, trust company or other institution, or from any firm, corporation or individual, and for such loans and advances may make, execute and deliver promissory notes, bonds or other certificates or evidences of indebtedness of the Corporation and, when authorized so to do, may pledge, hypothecate or transfer any securities or other property of the Corporation as security for any such loans or advances. Such authority may be general or confined to specific instances.

**Section 3. Fiscal Year.** The fiscal year of the Corporation shall begin of September 1 and end on August 31 of each year.

**Section 4. Audits/Review.** An independent audit/review of the Corporation finances shall be performed at least once every two (2) years.

**Section 5. Definition of Siemens PLM Software.** For purposes of these Bylaws, the term "Siemens PLM Software" shall refer to the Siemens PLM Software line of business of the company headquartered in Plano, TX which produces computer software which is utilized by the Members of the Corporation. As the name of this software vendor changes from time to time, the term "Siemens PLM Software" shall mean that certain software vendor named in the Corporation's Policies and Procedures Manual, described in Article XIII of these By-Laws, which may be updated and revised by the Board of Directors at the Board's discretion.

#### **ARTICLE VI AMENDMENTS**

These By-Laws may be altered, amended, repealed or supplemented by a three-quarter (3/4) majority vote of the Board of Directors, at any meeting or special meeting of the Board of Directors called for that purpose, provided that notice of the proposed amendments is given in the notice of the meeting. The Board of Directors shall provide at least forty-five (45) days prior notice to the Members before any such action by the Board of Directors goes into effect, and any such amendments shall be subject to repeal or change by a two-thirds (2/3) majority vote of the Voting Members.

#### **ARTICLE VII LIMITATION OF LIABILITY AND INDEMNIFICATION**

**Section 1. Limitation of Liability.** A Director shall not be liable for the performance of his or her duties as a Director of the Corporation provided that such Director has discharged the duties of the position of Director in good faith, in a manner that the Director reasonably believes to be in the best interests of the Corporation and with the care an ordinarily prudent person in a like position would exercise under similar circumstances.

**Section 2. Reliance.** Provided that a Director does not have actual knowledge concerning the matter in question, a Director is entitled to rely on information, opinions, reports or statements, including financial statements and other financial data, prepared or presented by: (a) one or more officers or employees of the Corporation whom the Director reasonably believes to be reliable and competent in the matters presented; (b) counsel, public accountants or other persons as to matters that the Director reasonably believes to be within the person's professional or expert competence; or (c) a committee of the Board of Directors upon which the Director does not serve, duly established by the Board of Directors, as to matters within the committee's

designated authority, if the Director reasonably believes the committee to merit confidence.

**Section 3. Indemnification.** The Corporation shall indemnify a person made or threatened to be made a party to a proceeding because that person is or was a Director, officer, committee member, or employee of the Corporation against judgments, penalties, fines including, but not limited to, excise taxes assessed against the person with respect to an employee benefit plan, settlements and reasonable expenses including, but not limited to, attorneys' fees and disbursements, incurred by the person connected with the proceeding, if, with respect to the acts or omissions of the person complained of in the proceeding, the person: (a) has not been indemnified by another organization for the same liability with respect to the same acts or omissions; (b) acted in good faith; (c) did not receive any improper personal benefit and did not have any improper conflict of interest; (d) in the case of a criminal proceeding, did not have reasonable cause to believe the conduct was unlawful; and (e) reasonably believed that such person's conduct was in the best interest of the Corporation or that the conduct was not opposed to the best interest of the Corporation.

**Section 4. Advances.** If a person is made or threatened to be made a party to a proceeding because that person is or was a Director, officer, committee member, or employee, then the person is entitled, upon written request to the Corporation, to payment or reimbursement by the Corporation of reasonable expenses including, but not limited to, attorneys' fees and disbursements incurred by the person in advance of the final disposition of the proceeding: (a) upon receipt by the Corporation of a written affirmation by the person of a good faith belief that the criteria for indemnification set forth herein have been satisfied and a written undertaking by the person to repay the amounts paid or reimbursed by the corporation, if it is determined that the criteria for indemnification set forth herein have not been satisfied; and (b) after a determination that the facts then known to those making the determination would not preclude indemnification as set forth herein.

**Section 5. Insurance.** The Corporation may, but shall not be required to, buy and maintain insurance on behalf of its Directors, officers and employees, in such persons' official capacities, against liability asserted against and incurred by such persons in or arising from such capacity as Directors, officers and employees, whether the Corporation would have been required to indemnify such persons against the liability under Section 317A.521 of the Act.

**Section 6. Disclosure.** The Corporation shall disclose to Members in writing the amount of the indemnification or advances provided to a person pursuant to this Article and to whom and on whose behalf it was paid not later than the next meeting of the Members.

**Section 7. No Limitation.** This Article is not intended to prohibit or limit the indemnification provisions provided by Section 317A.521 of the Act.

#### **ARTICLE VIII NON-PROFIT STATUS**

These Bylaws of the Corporation shall at all times be so construed and limited as to enable the Corporation to qualify and to continue qualifying as a non-profit corporation duly organized and existing under the provisions of the Act.

#### **ARTICLE IX CORPORATION RESPONSIBILITY**

The Corporation shall not be responsible for any information distributed, published or presented

to or by the Members. All programs, techniques, and other information disclosed by a Member, either in written or oral form, shall be considered non-proprietary and non-confidential. Subsequent disclosure to others shall not impose any liability whatsoever on either the Corporation, its directors, officers, employees, agents, successors, assigns or its Members.

#### **ARTICLE X POLICIES AND PROCEDURES MANUAL**

The Board of Directors shall adopt a Policies and Procedures Manual to establish policies and procedures for the operation of the Corporation in greater detail than is set forth herein. The Board of Directors shall have the power to revise or amend the Policies and Procedures Manual in its sole and absolute discretion, from time to time, as it deems necessary. Said Policies and Procedures Manual is fully incorporated herein by reference. In the case of any conflict between the terms set forth herein or in the Corporation's Articles of Incorporation and the terms set forth in the Policies and Procedures Manual, the terms set forth herein or in the Articles of Incorporation, whichever is applicable, shall govern and the terms in the Policies and Procedures Manual shall be modified to the least extent necessary to correct such conflict.

#### **ARTICLE XI PROCEDURE**

The rules contained in the most recent edition of Robert's Rules of Order shall provide the rules of procedure for the Corporation where they are not inconsistent with the provisions of the Articles of Incorporation or these By-Laws.

## Appendix B – PLM World Articles of Incorporation

### Minnesota Secretary of State Articles of Incorporation

#### **Minnesota Secretary of State Amendment to Articles of Incorporation**

1. The corporate name of the company is PLM World, Inc. (the “Corporation”).
2. This amendment is effective on the day it is filed with the Secretary of State.
3. The following amendments to articles regulating the Corporation were adopted:

A. Article III shall be amended to read as follows:

#### ARTICLE III

This Corporation is organized and shall be administered and operated exclusively to serve the private interests of members of the Siemens PLM Software users industry. In order to accomplish the foregoing purposes, and for no other purpose or purposes, this Corporation shall also have the power to:

- (a) receive, administer, and expend funds to promote and represent the common business interests of and improve business conditions among members of the Siemens PLM Software users industry;
- (b) sue and be sued;
- (c) make contracts;
- (d) receive property by devise or bequest, subject to the laws regulating the transfer of property by will, and otherwise acquire and hold all property, real or personal, including shares of stock, bonds and securities of other corporations;
- (e) act as trustee under any trust whose objects are related to the principal objects of the Corporation, and to receive, hold, administer and expend funds and property subject to such trust;
- (f) convey, exchange, lease, mortgage, encumber, transfer upon trust or otherwise dispose of all property, real or personal;
- (g) borrow money, contract debts and issue bonds, notes, and debentures, and secure the payment of any performance of its obligations; and
- (h) do all other acts necessary or expedient for the administration of the affairs and attainment of the purposes of the Corporation; provided, however, that this Corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the primary purposes of this Corporation.

B. Article VIII shall be amended to read as follows:

#### Article VIII

Upon the dissolution of the Corporation or the winding up of its affairs, the assets of the Corporation shall be distributed exclusively to an organization or group established to further the education of users of Siemens PLM Software for product lifecycle management as selected by the Board of Directors.

4. These amendments have been approved pursuant to Minnesota Statutes, Chapter 317A.
5. I, the undersigned, certify that I am signing this document as the person whose signature

is required, or as agent of the person(s) whose signature would be required who has authorized me to sign this document on his/her behalf, or in both capacities. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

By: \_\_\_\_\_ Date: \_\_\_\_\_

(Signature of Authorized Person)

Email Address for Official Notices:

\_\_\_\_\_

Name and daytime phone number of person who can be contacted about this form:

\_\_\_\_\_

Contact Name and Phone Number

Appendix C – Board Election Cycle

Position	2014/2015 Board	2015/2016 Board	2016/2017 Board	2017/2018 Board	2018/2019 Board	2019/2020 Board
Technical Director	Jon Jarrett (for Jim Ayers)	Larry Carpenter	Larry Carpenter	Jim Greene	Jim Greene	Jim Greene
Technical Operations Director (formerly Vice Technical Dir.)	Larry Carpenter	Larry Carpenter	Jim Greene	Larry Carpenter	Jim Greene	Jim Greene
Chairperson	Mark Halbish	Mark Halbish	Mark Halbish	Mark Halbish	Nate Hartman	2018 Election 2018 Election 2017 VC
Vice Chairperson	Nate Hartman	Nate Hartman	Nate Hartman	Nate Hartman	Nate Hartman	2019 Election 2019 Election
Strategic Technical Director (formerly Technical Business Dir.)	Don Haupt	Don Haupt	Don Haupt	Don Haupt	2017 Election	2017 Election
Digital Community Director	Richard Meagher	Board voted to eliminate position	Craig Brown	Craig Brown	2018 Election	2018 Election
Community Director (formerly Membership Director)	Linda Channell	Craig Brown	John Manderfield	John Manderfield	John Manderfield	2019 Election
Director of Finance	Bob Chalou	John Manderfield	John Manderfield	John Manderfield	John Manderfield	2019 Election
Partner Liaison	Tim Storer	Tim Storer	Tim Storer	Tim Storer	td	td
Past Chair	John Manderfield	Unfilled	Unfilled	Unfilled	td	td
Honorary Member	Bill Henninger	n/a	n/a	n/a	td	td
Executive Director (formerly Business Mgr)	Beth Ewing	Beth Ewing/Wendy Holliday	Wendy Holliday	Wendy Holliday	Wendy Holliday	Wendy Holliday
Strategy Director	n/a	n/a	Jon Jarrett	Jon Jarrett	td	td
Siemens PLM Development Liaison	Rich Ramsey	Rich Ramsey	Rich Ramsey	Rich Ramsey	Rich Ramsey	Rich Ramsey
Siemens PLM Marketing Liaison	Matt Greene	Matt Greene	Leslie Bodnar	Leslie Bodnar	Leslie Bodnar	Leslie Bodnar
Siemens PLM Sales Liaison	Dave Lambke	Dave Lambke	Dave Lambke	Dave Lambke	Dave Lambke	Dave Lambke
Communications Director	Richard Meagher					
Content/Delivery Director	Bill Henninger					

## Appendix D – Regional User Group Charter Agreement

THIS CHARTER AGREEMENT (the "Agreement"), is made this \_\_\_\_ day of \_\_\_\_\_, 2018 (the "Effective Date"), by and between PLM World, Inc. ("PLMW"), a Minnesota nonprofit corporation, and the \_\_\_\_\_ Regional User Group ("RUG"), an unincorporated division of PLMW.

NOW THEREFORE, in consideration of the premises set forth above and the promises set forth below, the sufficiency and receipt of which are hereby acknowledged, the parties hereby agree as follows:

- I. Grant of Charter to RUG.
  - a. Charter. PLMW hereby grants to RUG a non-exclusive charter to be a regional user group of PLMW. In accordance therewith, RUG is authorized to use the name "PLM World, Inc.", the acronym "PLMW", and the logo of PLMW in or in connection with RUG's name, acronym and logo, with the authority to use such marks in connection with RUG's activities authorized under this Agreement, subject to the terms and conditions of this Agreement and any written guidelines attached hereto, otherwise incorporated herein, or subsequently provided to RUG by PLMW.
  - b. Term and Termination. The Term of this Agreement shall commence on the Effective Date set forth above and shall continue until revoked by PLMW or surrendered by RUG, pursuant to the terms of this Agreement for revocation and surrender.
  - c. Territory. RUG shall represent PLMW as PLMW's regional user group in \_\_\_\_\_ (the "Territory"), pursuant to and in accordance with PLMW's mission and purposes as set forth in PLMW's Articles of Incorporation and Bylaws or as otherwise established by PLMW's Board of Directors. RUG acknowledges that this designation is non-exclusive in the Territory and that PLMW may, in its sole discretion, designate other regional user groups in the Territory or may sponsor or conduct programs, accept members, and perform other activities within the Territory.
  - d. Authorized Activities. PLMW specifically authorizes RUG to conduct the following activities within the Territory: host regional user group meetings and events pursuant to policies and guidance for such events provided by PLMW, and such other activities as may be consistent with the mission and purposes of PLMW and in which PLMW may from to time to time authorize RUG to engage.
- II. Membership

Members of the RUG also must be members of PLMW. The terms and conditions of membership in PLMW shall be determined exclusively by PLMW. The terms and conditions of membership in the RUG shall be determined by the RUG, and shall be set forth in the RUG's Governing Procedures, which shall be in the form set forth in Exhibit A to this Agreement, and subject to the review and approval of PLMW.
- III. Obligations of PLMW

PLMW's obligations under this Agreement shall include:

  - a. Organizational assistance.
  - b. Event registration.
  - c. Contract negotiating and signing.
  - d. Membership mailing.
  - e. Event marketing.
- IV. Obligations of RUG.

RUG's obligations under this Agreement shall include:

- a. Governing Procedures and Other Requirements. As a condition of receipt of its charter as a regional user group of PLMW, RUG heretofore provided to PLMW, and PLMW provided its approval to, the Governing Procedures of RUG. Such RUG Governing Procedures are, and shall remain, consistent in all material respects with the Model Governing Procedures attached hereto as Exhibit A and incorporated by reference herein. Any amendments to RUG's Governing Procedures must first be submitted to, and approved by, PLMW. RUG shall have as its purposes those set forth in the Governing Procedures attached hereto, shall conduct its activities at all times in strict accordance with such Governing Procedures, and shall comply at all times with all of the requirements set forth in PLMW's Bylaws and all other regional user group-related policies, procedures, handbooks, or other written guidance heretofore or hereafter promulgated by PLMW (all of which are incorporated by reference herein).
- b. Compliance with Laws. RUG warrants that it is in full compliance with all applicable laws, regulations and other legal standards that may affect its performance under this Agreement, and shall remain in full compliance with, and otherwise conduct its activities at all times in accordance with, all applicable law, regulations and other legal standards. Further, RUG warrants that it shall maintain at all times all permits, licenses and other governmental approvals that may be required in the Territory in connection with its performance under this Agreement.
- c. Recordkeeping, Reporting and Inspection. RUG shall maintain reasonable records related to all of its programs, activities and operations. RUG shall submit regular written reports, no less than once per year, to PLMW summarizing its programs, activities and operations, including but not limited to budget and financial statements. RUG shall provide any such reports to PLMW at the time specified by PLMW. Upon the written request of PLMW and at PLMW's expense, RUG shall permit PLMW or PLMW's designated agent to review appropriate records of RUG pertaining to its programs, activities and operations. Alternatively, RUG shall send to PLMW copies of such records.
- d. Programs and Activities. RUG shall endeavor to sponsor and conduct programs and activities that further the purposes and objectives of PLMW, and shall use its best efforts to ensure that such programs and activities are of the highest quality with respect to content, materials, logistical preparation, and otherwise. RUG shall endeavor to use, to the extent possible, materials available through PLMW in support of such programs and activities, and shall conduct all such programs and activities in accordance with any policies and procedures established by PLMW regarding the conduct of programs and activities. RUG shall send to PLMW on a regular basis a schedule of upcoming meetings, conferences and seminars, as well as other programs and activities that RUG intends to sponsor or conduct. PLMW may, at its sole discretion, send representatives to observe and participate in such programs and activities.
- e. Other Obligations
  - i. \_\_\_\_\_
  - ii. \_\_\_\_\_

V. Intellectual Property and Confidential Information.



- a. Limited License. In accordance with PLMW's non-exclusive grant to RUG to be a regional user group of PLMW in the Territory, RUG is hereby granted a limited, revocable, non-exclusive license to use (i) the name "PLM World, Inc.", the logo of PLMW, and other PLMW trademarks, service marks, trade names, and logos (hereinafter collectively referred to as the "Marks"), (ii) PLMW's membership mailing, telephone, telecopier, and electronic mail lists with respect to past, current or prospective members of PLMW located within the Territory (hereinafter collectively referred to as the "Mailing List"), and (iii) all copyrighted or proprietary information and materials provided by PLMW to RUG during the Term of this Agreement (hereinafter referred to as the "Proprietary Information") (the Marks, Mailing List, and Proprietary Information are hereinafter collectively referred to as the "Intellectual Property") in or in connection with RUG's name, acronym and logo and for other official RUG-related purposes, with the limited authority to use the Intellectual Property solely in connection with the activities authorized under this Agreement, subject to the terms and conditions of this Agreement and any written guidelines attached hereto, otherwise incorporated herein, or subsequently provided to RUG by PLMW.
- i. The Intellectual Property is and shall remain at all times the sole and exclusive property of PLMW. The Intellectual Property may be used by RUG of PLMW only if such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by RUG to comply with the terms and conditions contained herein, whether willful or negligent, may result in the immediate suspension or revocation of this license, in whole or in part, by PLMW. Failure to comply, whether willful or negligent, also may result in the suspension or revocation of the charter of RUG by PLMW. The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by PLMW in its sole discretion.
  - ii. PLMW's logo, including any specifically created for RUG, may not be revised or altered in any way, and must be displayed in the same form as produced by PLMW. The Marks may not be used in conjunction with any other trademark, service mark, or other mark without the express prior written approval of PLMW.
  - iii. The Intellectual Property must be used by RUG in a professional manner and solely for official RUG-related purposes. RUG shall not permit any third party to use the Intellectual Property without PLMW's express prior written approval. RUG shall not sell or trade the Intellectual Property without PLMW's express prior written approval. Notwithstanding the foregoing, the Intellectual Property may not be used for individual personal or professional gain or other private benefit, and the Intellectual Property may not be used in any manner that, in the sole discretion of PLMW, discredits PLMW or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterizes the relationship between PLMW and RUG, including but not limited to the misrepresentation that the RUG is a separate and distinct legal entity from PLMW.

- iv. RUG shall maintain the confidentiality of the Mailing List and shall not sell, trade, transmit, or otherwise disseminate the Mailing List, in whole or in part, to any third party without the express prior written approval of PLMW and notice to the members with option to opt-out of inclusion.
- v. In any authorized use by RUG of the Intellectual Property, RUG shall ensure that the applicable trademark and copyright notices are used pursuant to the requirements of United States law, the laws of the Territory, and any other guidelines that PLMW may prescribe.
- vi. PLMW shall have the right, from time to time, to request samples of use of the Intellectual Property from which it may determine compliance with these terms and conditions. PLMW reserves the right to prohibit use of any of the Intellectual Property, as well as to impose other sanctions, if it determines, in its sole discretion, that RUG's usage thereof is not in strict accordance with the terms and conditions of this limited and revocable license.
- vii. Use of the Intellectual Property shall create no rights for RUG in or to the Intellectual Property or its use beyond the terms and conditions of this limited and revocable license. All rights of usage of the Intellectual Property by RUG shall terminate immediately upon the revocation, surrender or other termination of this Agreement. RUG's obligations to protect the Intellectual Property shall survive the revocation, surrender or other termination of this Agreement.
- viii. Confidential Information. The parties shall maintain the confidentiality of all of the confidential and proprietary information and data ("Confidential Information") of the other party. The parties also shall take all reasonable steps to ensure that no use, by themselves or by any third parties, shall be made of the other party's Confidential Information without such other party's consent. Each party's Confidential Information shall remain the property of that party and shall be considered to be furnished in confidence to the other party when necessary under the terms of this Agreement. Upon any revocation, surrender or other termination of this Agreement, each party shall: (i) deliver immediately to the other party all Confidential Information of the other party, including but not limited to all written and electronic documentation of all Confidential Information, and all copies thereof; (ii) make no further use of it; and (iii) make reasonable efforts to ensure that no further use of it is made by either that party or its officers, directors, employees, agents, contractors, or any other person or third party. Each party's confidentiality obligations under this Section shall survive any revocation, surrender or other termination of this Agreement.

VI. Relationship of Parties

RUG is an internal regional division of PLMW. Unless expressly agreed to in writing by PLMW, RUG is not authorized to incur any liability, obligation or expense on behalf of PLMW, to use PLMW's monetary credit in conducting any activities under this Agreement, or to represent to any third party that RUG is an agent of PLMW.

VII. Indemnification.

RUG shall indemnify, save and hold harmless PLMW, its subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, members, shareholders, attorneys, heirs, successors, and assigns, and each of them, from and against any and all claims, actions, suits, demands, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys' fees and expenses), and liabilities of every kind and character whatsoever (a "Claim"), which may arise by reason of (i) any negligent act or omission by RUG or any of its officers, directors, members, or agents, or (ii) the inaccuracy or breach of any of the covenants, representations and warranties made by RUG in this Agreement. This indemnity shall require RUG to provide payment to PLMW of costs and expenses as they occur. RUG shall promptly notify PLMW upon receipt of any Claim and shall grant to PLMW the sole conduct of the defense to any Claim. The provisions of this Section shall survive any revocation, surrender or other termination of this Agreement.

VIII. Revocation or Surrender of Charter; Removal of RUG Leadership.

- a. Revocation of Charter. The charter granted by PLMW to RUG hereunder shall remain in full force and effect unless and until revoked by PLMW or surrendered by RUG in accordance with the provisions of this Agreement. PLMW, through its Board of Directors, shall have the authority to revoke the charter of RUG if the Board of Directors determines, in its sole discretion, that the conduct of RUG is in breach of any provision of this Agreement. Any decision by PLMW to revoke RUG's charter shall be initiated by sending written notice to RUG specifying the grounds upon which the revocation is based; provided, however, that PLMW shall provide RUG with thirty (30) days from the date of such notice to cure any alleged breach of this Agreement. In the event that PLMW determines, in its sole discretion, that RUG has not corrected the condition leading to PLMW's decision to revoke RUG's charter, PLMW shall so notify RUG in writing. PLMW's decision shall become final unless, within fifteen (15) days of its receipt of written notice from PLMW, RUG delivers to PLMW a written notice to appeal such determination. Upon the filing of such an appeal notice, RUG shall have the opportunity to present its case, by written communication or in person, to the Board of Directors of PLMW pursuant to the applicable rules or procedures prescribed by PLMW's Board of Directors. The decision of PLMW's Board of Directors upon such appeal shall be final and not subject to further appeal.
- b. Surrender of Charter. RUG may surrender its charter by delivering to PLMW written notice of its intention to do so no less than sixty (60) days prior to the effective date of such surrender.
- c. Removal of RUG Leadership. PLMW, through its Board of Directors, shall have the authority to remove and replace any one or more members of the leadership of RUG if the Board of Directors determines, in its sole discretion, that the current leadership is not fulfilling its obligations under this Agreement or furthering the purposes of the RUG and PLMW. Any decision by PLMW to remove the RUG leadership shall be initiated by sending written notice to RUG specifying the grounds upon which the removal is based, and providing the names of the proposed individuals to replace the RUG leadership.

IX. Miscellaneous.

- a. Entire Agreement. This Agreement: (i) constitutes the entire agreement between the parties hereto with respect to the subject matter hereof; (ii) supersedes and replaces all prior agreements, oral and written, between the parties relating to the subject matter hereof; and (iii) may be amended only by a written instrument clearly setting forth the amendment(s) and executed by both parties.
- b. Warranties. Each party covenants, warrants and represents that it shall comply with all laws, regulations and other legal standards applicable to this Agreement, and that it shall exercise due care and act in good faith at all times in performance of its obligations under this Agreement. The provisions of this Section shall survive any revocation, surrender or other termination of this Agreement.
- c. Waiver. Either party's waiver of, or failure to exercise, any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement.
- d. Arbitration. Any and all disputes arising under this Agreement shall be subject to mandatory and binding arbitration. Said arbitration shall take place in the State of Minnesota. Neither party shall have any right to bring an action relating to this Agreement in a court of law, except insofar as to either enforce or appeal the results of any such arbitration. In any such arbitration, and subsequent court action, the prevailing party shall be entitled to collect its fees and costs associated therewith from the non-prevailing party.
- e. Governing Law. All questions with respect to the construction of this Agreement or the rights and liabilities of the parties hereunder shall be determined in accordance with the laws of the State of Minnesota. Any legal action taken or to be taken by either party regarding this Agreement or the rights and liabilities of parties hereunder shall be brought only before a federal, state or local court of competent jurisdiction located within the State of Minnesota. Each party hereby consents to the jurisdiction of the federal, state and local courts located within the State of Minnesota.
- f. Assignment. This Agreement may not be assigned, or the rights granted hereunder transferred or sub-licensed, by either party without the express prior written consent of the other party.
- g. Heirs, Successors and Assigns. This Agreement shall be binding upon and inure to the benefit of each party, its subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, heirs, successors, and assigns, without regard to whether it is expressly acknowledged in any instrument of succession or assignment.
- h. Headings. The headings of the various paragraphs hereof are intended solely for the convenience of reference and are not intended for any purpose whatsoever to explain, modify or place any construction upon any of the provisions of this Agreement.
- i. Counterparts. This Agreement may be executed in one (1) or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.
- j. Severability. All provisions of this Agreement are severable. If any provision or portion hereof is determined to be unenforceable in arbitration or by a court of competent jurisdiction, then the remaining portion of the Agreement shall remain in full effect.



## **Appendix E - RUG Model Governing Procedures**

### **Article I – General**

1. **Name**. The name of this organization is (NAME OF RUG), hereinafter called the “RUG.” The RUG functions as a regional user group and internal division of PLM World, Inc., hereinafter called “PLMW.”
2. **Territory and Location**. The RUG will operate and serve members within the territory approved by PLMW, and its Principal Office will be located in such place as determined by the RUG’s Governing Board.
3. **Purposes**. The RUG shall promote and represent the common business interests of and improve business conditions among members of the Siemens PLM Software users industry, in accordance with PLMW’s purposes. Further, the RUG will support and adhere to the objectives, code of ethics, and other standards established by PLMW.
4. **Restrictions**. All policies and activities of the RUG are consistent with:
  - (a) applicable federal, state and local antitrust, trade regulation or other requirements; and
  - (b) applicable nonprofit corporate requirements imposed on PLMW, including the requirements that the RUG not be organized for profit.

### **Article II – Membership**

1. **Membership Eligibility**.
  - (a) Membership in the RUG is limited to individuals who are members in good standing of PLMW who are in compliance with PLMW’s rules and regulations.
  - (b) Revocation or suspension of membership by PLMW shall automatically constitute revocation or suspension of membership in the RUG.
2. **Regular Membership**. Regular voting membership is limited to qualified individuals as defined in the PLMW bylaws who fulfill any additional requirements established by the Governing Board.
3. **Resignation**. A member may resign by submitting a written resignation; resignation does not relieve a member from liability or other obligations as of the date of resignation.
4. **Expulsion**. A member may be expelled by the Governing Board for cause if the member is provided with advance written notice at least fifteen (15) days in advance of the effective date of such expulsion, including the reason for the proposed expulsion, an opportunity to contest the proposed expulsion in writing or in person before the Governing Board, and final written notice of the Board’s decision.

### **Article III – Membership Meetings and Voting**

1. **Membership Meetings**. Meetings of the membership are held at least one (1) time(s) per year, at times and places determined by the Governing Board.

2. Notice. Notice of membership meetings must include the date, time and place of meeting, and must be provided to voting members at least ten (10) days before the meetings by postal or other delivery, facsimile, e-mail, or any other electronic means.

3. Voting. Whenever the members must vote on a matter under these Governing Procedures or otherwise, this section will apply. Voting at membership meetings may be in person or by proxy with each voting member having a single vote. Ten percent (10%) of the voting members shall constitute a quorum, and a majority of the members voting in person or by proxy where a quorum is present carries an action. Members may vote by ballot without a meeting in elections or on any matter presented by the Governing Board where a quorum participates and the votes are submitted in writing by postal or other delivery, facsimile, e-mail, or any other electronic means. A ballot must be provided to every member entitled to vote; must set forth the proposed action; and provide an opportunity to vote for or against each proposed action.

#### **Article IV – Officers**

1. Officers. Officers of the RUG shall be a Chairperson, Director of Finances, Siemens PLM Software Sales Liaison, and any other Officers as determined by the Governing Board. The Governing Board shall define the roles and obligations of each Officer, in compliance with applicable law. The office of Chairperson shall not be held by the same person who holds the office of Director of Finance.

2. Composition and Election or Appointment. Officers of the RUG must be at least 21 years of age and members in good standing of the RUG. Officers are elected by a majority of the members voting where a quorum is present; the Governing Board sets forth the procedures for how candidates are nominated and elected. For those RUGs not wishing to hold formal elections, Officers can be appointed by the Governing Board. All candidates must be approved by the PLM World Board of Directors

3. Terms. Officer terms shall be two years in duration. An Officer may serve a successive term in the same office unless approved by the Governing Board with the approval of the PLM World Board of Directors. Terms shall coincide with the fiscal year.

4. Vacancies. Vacancies among the Officers are filled, for the balance of the term of office, by the Governing Board with the approval of the PLM World Board of Directors.

5. Removal or Resignation. An Officer may be removed by (a) two-thirds of the members voting where a quorum is present, or (b) three-quarters of the full Board of Directors, with the Officer proposed to be removed not voting. The Officer proposed to be removed must be provided with advance written notice, including the reason for the proposed removal, and further provided with an opportunity to contest the proposed removal in writing or in person, and be given final written notice of the removal decision. An Officer may resign at any time by providing written notice to the Board of Directors. Any removal or resignation of a person as an Officer automatically results in that person's removal or resignation from the Board of Directors.

6. Compensation. Officers do not receive compensation for their services but may be reimbursed for expenses.

### **Article V – Governing Board**

1. Board. The affairs of the Chapter are managed by its Governing Board. It is the Governing Board's duty to carry out the objectives and purposes of the RUG, and to this end the Governing Board may exercise all powers of the RUG. The Governing Board is subject to the restrictions and obligations set forth in these Governing Procedures.

2. Composition and Election. The Governing Board is composed of the elected Officers of the RUG and may also include additional individuals elected by the membership. Members of the Governing Board are elected by a majority of the members voting where a quorum is present or by a ballot vote; the Governing Board sets forth the procedures for how candidates are nominated and elected.

3. Terms. Governing Board terms shall be one year in duration. Governing Board members may serve successive terms. Terms coincide with the fiscal year.

4. Vacancies. Vacancies among the Governing Board are filled, for the balance of the term, by the Board of Directors.

5. Meetings and Voting. Whenever the Governing Board must vote on a matter under these Governing Procedures or otherwise, this section will apply.

(a) Meetings of the Governing Board are called by the Chairperson. Meetings may be held telephonically or electronically as long as each member of the Governing Board may participate in the meeting.

(b) A majority of the members of the Governing Board forms a quorum; a majority of votes is required to carry a matter where a quorum is present. Proxy voting by the members of the Governing Board is not permitted.

(c) An action required or permitted to be taken at a meeting of the Governing Board may be taken by written action signed, or consented to by authenticated electronic communication, by all of the members of the Governing Board. The written action is effective when signed or consented to by the entire Governing Board.

6. Removal. A member of the Governing Board may be removed by (a) two-thirds of the members voting where a quorum is present, or (b) three-quarters of the full Governing Board, with the individual proposed to be removed not voting. The Governing Board member proposed to be removed must be provided with advance written notice including the reason for the proposed removal, and the Governing Board member must have an opportunity to contest the proposed removal in writing or in person, and final written notice of the removal decision. A member of the Governing Board may resign at any time by providing written notice to the Governing Board. Any removal or resignation of a person as a member of the Governing Board, where such person is also an Officer of the RUG, automatically results in that person's removal or resignation as an Officer.



7. Compensation. Members of the Governing Board do not receive compensation for their services but may be reimbursed for expenses.

#### **Article VI – Committees**

The Governing Board may establish various committees to carry on the affairs of the RUG. The creation of a committee shall be approved by a majority of the Governing Board. The composition of each committee and manner of election of its members shall be determined by the Governing Board. The rules in these Governing Procedures governing the Governing Board also apply to committees of the Governing Board. A committee may be given the authority of the Governing Board.

#### **Article VII – Miscellaneous**

1. Charter. The RUG, its Officers, Governing Board, and agents must conform with and maintain its charter and all RUG affiliation requirements imposed by PLMW.

2. Books and Records. The RUG must keep books and records of its financial accounts, meeting minutes, and membership list (with names and addresses) at its Principal Office. The RUG will make those books and records available to PLMW at any time.

3. Fiscal Year. The fiscal year of the RUG is to be the same as PLMW.

4. Annual Report to PLMW. The RUG will submit an Annual Report to PLMW by \_\_\_\_\_ of each year, which includes financial reports, meeting reports, activity reports, \_\_\_\_\_, \_\_\_\_\_, and any other document or report required by PLMW.

5. Contracts. The Governing Board may authorize any member of the Governing Board, Officer, or agent to initiate and negotiate any contract on behalf of the RUG, provided, however, that all such contracts are subject to the prior review and approval of PLMW, and must be executed by PLMW pursuant to the policy on signature authority adopted by the PLMW Board of Directors. However, without such authorization and execution by PLMW, the Governing Board does not have the power or authority to bind the RUG under any contract or agreement, to pledge the RUG's credit, or to render the RUG liable for any purpose or amount.

6. Amendments. Amendments to these Governing Procedures are made by a majority of the Governing Board voting at a meeting at which a quorum is present. All amendments are subject to the prior review and approval of PLMW.

7. Assets of RUG and Dissolution. No member of the RUG has any right, title, or interest in or to the RUG's assets. Should the RUG liquidate, dissolve or terminate in any way, all assets remaining after paying the RUG's debts and obligations must be transferred from the RUG's bank account to PLMW (as such assets are at all times the property of PLMW).

## Appendix F - RUG Operations Manual

This manual has been prepared to assist PLM World regional user groups (RUGs) in planning, organizing and improving their operations. It is intended as a guide. The chapters should amplify and adapt the procedures to suit their own needs (except where prohibited based on Article of Incorporation, PLM World Bylaws, RUG Charter Agreement, RUG Governing Procedures, etc.).

RUG officers and committee chairs should keep in mind there is no better way to assure the success of a chapter than to have each member feel a definite sense of ownership, responsibility and engagement.

Good cooperation among all RUGs and between RUG officers and the PLM World Board of Directors is vital to the overall effectiveness of the user group. Regional user groups are an extension of PLM World as an organization.

The purpose of a PLM World RUG is to promote and represent the common business interests of and improve business conditions among members of the Siemens PLM Software users community, in accordance with PLMW's purposes, *Governing Procedures of RUG, 2014 Article 1 Section 3*. Regional Users Groups strive to be a local source of information and education on the usage of all Siemens PLM Software products, as well as a link to those who create it. PLM World Inc. grants a non-exclusive charter to RUGs through a Charter Agreement, *Regional User Group Charter Agreement, 2014, Section 1.A*.

The regional user group, through its service to members, is instrumental in PLM World's operational structure. Strong, active RUGs provide PLM World with the human resources, energy and stimulation necessary for its growth. Relationships between RUGs and the national Board of Directors must be strong and continuous in both directions. The regional user group is charged with the responsibility of generating regional activities that extend PLM World's technical and community benefits to members in each region.

In return, PLM World provides services to regional user groups that permit them to conduct their functions with maximum efficiency and effectiveness.

Regional User Groups are governed by:

- PLM World Bylaws
- PLM World Articles of Incorporation
- PLM World Policies and Procedures
- RUG Charter Agreement and Governing Procedures.

### 1. Support/Contacts/Tools

#### a. Contacts

##### i. PLM World Support Team

1. PLM World Board of Directors – Community Director  
Community Engagement Strategist
2. PLM World , Business Coordinator
3. PLM World Operations Systems Manager
4. Wendy Holliday, Executive Director – [wholliday@plmworld.org](mailto:wholliday@plmworld.org)
5. PLM World Partner and Sales Manager

##### ii. RAC: Regional User Group Advisory Committee [Insert RAC Members]

1. PLM World Board of Directors – Community Director
  2. Kevin Jongsma – Chicago RUG Chair
  - 3.
  4. Patrick Pemberton – Indiana RUG Chair
  5. Christopher Kehoe – New York RUG Chair
  6. Erick Thompson – Intermountain RUG Chair
- iii. RUG Leaders
1. For a list of all PLM World RUGs please visit:  
<http://www.plmworld.org/RUGs>
  2. Each RUG leader can be found on their respective RUG communities
- iv. Siemens Support Team
1. Each RUG will be assigned a Siemens Sale Liaison, Siemens Technical Liaison and Siemens Admin to assist the RUG from a Siemens perspective.
  2. A list of the Siemens Support Team can be found here:  
<http://www.plmworld.org/p/do/sd/sid=6799&fid=5872&req=direct>
- b. Tools
- i. RUG Community Page
1. Every RUG will receive a community webpage on the PLM World website. This webpage has external and internal access. Only members of the RUG will have access to the internal content.
    - a. Membership Database, email list serve, document storage (file library), community calendar, poll abilities, sub-webpages, etc. – these capabilities can be adjusted based on the needs of the individual RUG
  2. All RUG Community pages can be accessed here:  
<http://www.plmworld.org/RUGs>
- ii. RUG Leader Community
1. In addition to the individual RUG Communities for RUG members, PLM World also has a community page and newsletter for RUG Leaders only. This is where you access important documentation from PLM World. This is also how the PLM World RUG liaison will communicate with RUG leaders, please be sure you have access to and that you review this community: <http://www.plmworld.org/p/co/ly/gid=106>
  2. The PLM World Board RUG Liaison will hold monthly teleconferences with the RUG Advisory Committee and quarterly teleconferences with the RUG leadership at large.
  3. During the annual PLM Connection, the PLM World Board RUG Liaison will host a RUG Luncheon to communicate information to the RUG leadership and to promote a sense of community.
- iii. Event Tools
1. Registration system, abstract submission, scheduling, external event website
  2. A Mobile application be also be available to RUG meetings – this is reevaluated annually
- iv. Meeting Tools

1. PLM World can provide your RUG a conference teleconference line, and screen sharing capabilities to conduct official RUG business if need. Contact your RUG Coordinator to request this.
  - v. Social Media
    1. PLM World encourages all RUGs to utilize its social media accounts to engage users and communicate and market to members. PLM World has social media accounts with:
      - a. [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Flickr](#)
  - vi. Siemens PLM Software Public Community
    1. PLM World works in conjunction with Siemens PLM Software to provide members an active discussion board with presence from Siemens representatives, the user community and partner companies. We encourage RUGs to post on the community as much as possible.
 

<http://www.plmworld.org/plmcommunity>  
<http://www.plmworld.org/splmcommunity>  
<http://www.plmworld.org/splmcommunity>  
<http://www.plmworld.org/splmcommunity>
2. Regional User Group Governing Board
    - a. Officers
      - i. The RUG leadership is outlined in *Governing Procedures: Article IV Section 1 of [RUG Charter Agreement and Governing Procedures](#)*
        1. Officers of the RUG should consist of at least a Chairperson, Director of Finances, Siemens PLM Software Sales Liaison, and any other Officers as determined by the Governing Board.
        2. Each RUG Governing Board must complete the *[Annual RUG Contact Update Form](#)* by Dec 31 of each year.
      - ii. Officer Election
        1. Election and Appointment procedures are outlined in *Governing Procedures: Article IV Section 2 of [RUG Charter Agreement and Governing Procedures](#)*
        2. All Officers must be approved by PLM World.
      - iii. Governing Board Participation at the annual conference
        1. All RUG members are encouraged to attend the national conference. Any potential waivers or discounts to the national conference registration for the RUG Governing Board members will be evaluated on an annual basis.
        2. PLM World will require that all RUG leaders participate in hostmanship at the annual conference and to host the RUG Booth in the Solutions Center.
      - iv. Time commitment for volunteering
      - v. Expectation of RUG Governing Board
    - b. Meetings
      - i. Governing Board meeting - The chairperson should organize the governing board meetings for regular operational business of the group. *Governing Procedures: Article V Section 5 of [RUG Charter Agreement and Governing Procedures](#)*

- ii. RUG Leadership Meetings – All RUG Governing board members are expected to participate in a minimum of quarterly meetings to be determined by the RUG liaison

### 3. Financials

- a. All PLM World RUG finances are managed by PLM World Business Coordinator. All RUG Funds are stored in a shared PLM World RUG Account at Bank of America. The PLM World Business Coordinator will send out periodic reports/statements to the Finance Director of reach RUG, and can create any other reports that the RUG may request in between. The PLM World financial records are organized and tracked according to each RUG, and any RUG transactions are matched to the relevant RUG, so that individual RUG income and expenses are available for reporting.
- b. Responsibility of RUG Director of Finances:
  - i. Communicate approved expenses to PLM World
  - ii. Create RUG Budget for year/event(s) (RUG discussion/approval)
  - iii. Develop financial strategy and maintain financial health of RUG
  - iv. End of Fiscal Year review of RUG finances - suggest teleconference with Business Coordinator
- c. Short term loans and/or seed funds may be available for new RUGs to get their group started.
  - i. In cases of new RUGs, there may not be sufficient funds to cover the start-up costs that the RUG will incur. To assist with those costs, PLM World will work with the RUG leaders to provide a loan of funds as needed. These funds are intended to be a loan and would be reimbursed to PLM World in an agreed upon time period. Any RUG needing seed funds will work directly with the PLM World Business Coordinator, who will work with the PLM World Board, to determine how much that amount would be. It is expected that the startup RUG would provide a cost breakdown of proposed expenses for review by the PLM World Board of Directors, allowing them to set the amount.

### 4. RUG Membership

- a. The RUG should keep an updated membership list on the PLM World website (RUG Community), annually reviewing membership list for accuracy.
- b. Membership Meetings
  - i. Annual conference/membership meeting
    - 1. Every rug must hold at least 1 annual membership meeting *Governing Procedures: Article III Section 1 of RUG Charter Agreement and Governing Procedures*
  - ii. The RUG may choose to have additional membership meetings, RUG business meetings, or social events throughout the year to encourage membership engagement.
  - iii. Meeting minutes – Minutes will be kept for every official RUG meeting (*RUG Chapter Meeting Report & Meeting Minutes Form.docx*) and uploaded to RUG website file library within 72 hours of the meeting.
- c. Communications
  - i. RUG Governing board are encouraged to communicate with membership through the list serve emails, polls, surveys, and online discussion forums

### 5. Event Process

- a. All PLM World RUGs should hold one annual conference.
- b. Location:

- i. The RUG Governing Board will determine the geographic location of the event. The RUG Governing Board should work with your Siemens PLM Software Liaisons to discuss the best location for the event based on the needs of the users in the region. If you do not have a location in mind, your sales contact might be able to suggest a SIEMENS PLM customer site that can be used. You should have a basic idea of what space requirements you need at the facility, i.e. number of presentations rooms needed, space needed for vendors and booths/tables, etc.
  - ii. Contracts – Once the RUG Governing Board has determined a location, and negotiations with your venue contact on a contract for space, food, A/V needs, etc. are complete, the contract should be sent to the PLM World Executive Director for review and signature.
- c. Date:
- i. Ultimately the RUG meeting date is determined by the RUG governing board. Please note: **if the RUG would like to receive certain support (Siemens Hands on Training, specific presenters, etc.) they will need to coordinate the date with the RUG Coordinator.**
  - ii. Blackout dates: No RUG meetings should be held 90 days before or 90 days after the national conference
  - iii. All RUG conferences should be held between September 1 and November 20 of each calendar year. Exceptions must be approved by the PLM World Vice Chair & RUG Liaison and the PLM World Executive Director.
- d. Agenda

This is one of the most important aspects of the RUG annual event. Careful and timely planning are important. There are a few general steps here for you to follow:

- i. Determine the size of the RUG meeting agenda – Every RUG will vary in the size of their agenda, the amount of sessions being presented at the meeting and the number of tracks (Teamcenter, NX, hands on training, partner sessions etc). The RUG Governing Board should work with the Siemens Technical and Sales Liaison to determine SIEMENS PLM customers in the region, and to determine agenda content.
- ii. Determine what specific topics to put on the agenda –
  1. User Presentations: First, solicit presentations from local users in your area. PLM World can assist you in an online abstract submission process and marketing your call for papers. Ideally, each RUG agenda should be filled with user presentations; however, that is not always possible. Be sure to reach out to your own network and professional contacts to request presentations.
  2. Siemens PLM Software presentations: The Regional User Group Advisory Committee will create a list of presentations each year based on presentations given by Siemens at the PLM Connection annual conference. Once any needed Siemens presentations have been selected, the RUG leadership will communicate that list to their respective Siemens Technical Liaison no less than 30 days prior to your event so that they can begin the process of getting presenters set up for you. The Siemens Technical Liaison will confirm with the RUG

leadership that these presentations are scheduled to be delivered and who the presenter will be. It will then be the responsibility of the RUG Governing Board to coordinate with the presenter.

3. Finally, the RUG will want to focus on other areas of the agenda including: training, partner/vendor sessions, general sessions, etc.
- e. Marketing - Marketing the RUG event will be an ongoing effort for everyone. Siemens PLM Software and PLM World will both send out scheduled email communications to their respective databases on behalf of the RUG.
  - i. Siemens PLM Software will be sending three consolidated communications as mass mailings, they will include: Save the Date (Jun / July), Registration is open (Aug), Registration Reminder (Sep).
  - ii. In addition, PLM World will be sending Individualized RUG marketing emails consisting of Save the Date (75 days prior to conference date- Jun / July), Registration is open (45 days prior to event – Aug/Sep), Registration Reminder (14 days prior to event – Sept/Oct).
  - iii. Surveys - Through the PLM World website, you can send out pre- meeting surveys to your audience to help gather information for planning the event. These could be used to ask what topics they are interested in, or maybe what version of the software they are using.
- f. Registration
  - i. PLM World will provide a registration process through the online tools. The RUG will need to determine when the registration dates will be available.
  - ii. Refunds will be provided to RUG members requesting them in writing at least 14 days prior to the RUG event. Paid registrations may be transferred to another PLM World member from the registrant's company at no charge upon notice to PLM World. Any cancellation received inside the aforementioned-14-day window will receive a 50% refund. Any unused, un-transferred registrations remaining after the RUG annual meeting will not be granted a refund.
- g. 2018 RUG Leader Event Timeline
  - i. September/October/November – Review of event once your RUG event is completed
    1. Attendance numbers. Make sure you have names and contact information for your attendees.
    2. Review sessions and headcount of each one.
    3. Discuss what went well and what can be changed moving forward.
    4. Review sponsorships (sponsors happy? was it successful) – Make and keep a running contact list of 2017sponsors and any others that have shown interest and those you would like to hit up for 2018.
    5. Send thank you notes to speakers, volunteers and sponsors.
    6. Review final bills and other reimbursements and once approved, forward and send email acknowledgement to PLM World Business coordinator at bniblock@plmworld.org to issue payment from your RUG bank account. Make sure you finalize payments with guidelines of contract.
    7. Look at budget numbers. How are finances?
    8. Follow-up with Siemens liaisons for feedback and/or assistance.
    9. Pick a date (Tuesday or Thursday) and location for 2018. Send any hotel contracts to Erin Wander at ewander@plmworld.org for signature.

10. If not using hotel work with Siemens liaison to find or confirm customer business location if necessary.
  11. Ask Siemens for training classroom for next year's event. Keep in mind, not all RUGS will receive this support. Get your request in early.
- ii. December
    1. Complete event review by completing a written post conference report (what do you need to know/change for next year? How was AV, food, presentations?).
    2. Finalize event date location if not done.
    3. Send date information and location to Erin Wander ewander@plmworld.org for website updates.
  - iii. January
    1. Set-up and conduct a conference call with core RUG team to discuss agenda and ask for feedback (chose topics).
    2. Identify number of tracks.
    3. Develop a list of customers/users for your presentations.
    4. Do you want to invite users from last year to present?
    5. Reach out via e-mail and follow-up call to gage interest.
    6. This is an early ask, however, it will get some interest and get it on customer's radar screens.
    7. Review your sponsorship packages from the previous year and decide on packages for next year. Contact your 2017 sponsors and offer them first pick for 2018, as a thank you for being a valued sponsor.
    8. Forecast budget based on financials and set registration fees accordingly.
    9. Repeat request for training classroom, if needed.
    10. Schedule first planning committee face-to-face meeting.
  - iv. February
    1. First Planning committee (date, location).
    2. Start meeting with a meet and greet icebreaker activity.
    3. Getting to know one another makes this process much easier.
    4. Discuss goals of meeting and outcomes to be achieved at meeting's close.
    5. Continue to work on agenda (goal is to have it complete by May).
    6. Do you have any user presentations confirmed? Delegate committee members to make calls for presenters.
    7. Begin Soliciting Sponsors.
    8. Sponsors typically use marketing budgets for RUG's and follow calendar year budget cycle. Best success is attained early in cycle.
    9. Send updates from the meeting to Erin ewander@plmworld.org
    10. Schedule next month's planning meeting. If not practical to meet face-to-face then schedule conference call.
  - v. March
    1. Planning committee or call.
    2. Repeat your request for training classroom or confirm its availability.
    3. Continue Sponsor/User solicitation.
    4. Check-in with venue and finalize number of rooms and setups.
    5. Send updates from the meeting to Erin ewander@plmworld.org.



6. Schedule next month's meeting or call.
- vi. April
  1. Discuss agenda. What has been confirmed? What are the openings to fill?
  2. Repeat your request for training classroom or confirm its availability.
  3. Continue Sponsor/User solicitation.
  4. Send updates from the meeting to Erin ewander@plmworld.org
  5. Schedule next month's meeting or call.
- vii. May
  1. Hold meeting or call.
  2. Meet at PLM World Connection.
  3. Attend special events just for RUGS (details TBD).
  4. Look for presenters that would be relevant for your FALL event. Make contact at event if possible or follow-up with after the event.
  5. You should also have a few sponsors at this point, and you will know if your venue costs are covered or not. Either way, you have opportunities to meet and get sponsors at this time.
  6. Send updates from the meeting to Erin ewander@plmworld.org
  7. Schedule next month's meeting or call.
  8. After, or preferably during, PLM World a number of Siemens presentations will be released for RUG usage.
  9. Use these to fill out any remaining gaps in your agenda.
- viii. June
  1. Hold meeting or call.
  2. Agenda, if not final, should be in good shape.
  3. Progress check, at this time you should have:
  4. Sponsors
  5. User presentations
  6. Siemens presentations
  7. Delegate final agenda duties among committee members.
  8. Send updates from the meeting to Erin ewander@plmworld.org
  9. Schedule next month's meeting or call.
- ix. July
  1. Hold meeting/call.
  2. Complete agenda.
  3. Re-Forecast your expenses using budget you did earlier.
  4. Guidance:
  5. Venue costs are covered with sponsor fees.
  6. Food costs are covered in user registration fee.
  7. You are managing the total, so any combination that balances your needs with the attendees is fine.
  8. Check-in with your presenters (e-mail or other) to confirm time, location, etc.
  9. Send updates from the meeting to Erin ewander@plmworld.org
  10. Schedule next month's meeting or call.
  11. PLM World Website should be updated with all RUG event information.
  12. Begin promotions if you are holding your event in September with PLM World's assistance.

- x. August
  - 1. Hold meeting/call.
  - 2. October and November events begin promotion cycle with PLM World's assistance.
  - 3. Your agenda is full, and sponsors identified.
  - 4. Send Save the Dates and early version of agenda.
  - 5. Registration will open for some RUGS.
  - 6. Send updates from the meeting to Erin ewander@plmworld.org
  - 7. Schedule next month's meeting or call.
- xi. September/October/November
  - 1. Events are taking place soon. Last minute details to work out two to four weeks prior to event date.
  - 2. Use your registration number listing and send forecast to venue coordinator at a few weeks and day of event. Make sure you know when final numbers are due to facility.
  - 3. You committed funds and minimum attendance numbers to the venue last November. This is the time to revise downward (if needed) or know you meet your minimums. Either way, the venue will appreciate the heads up.
  - 4. Confirm AV equipment needed for speaker/presenters.
  - 5. Make arrangements to print your agendas if necessary.
  - 6. Finalize 2 weeks prior to event. Earlier is better.
  - 7. Chairman, prepare greeting and confirm PLM World board attendee.
  - 8. Request or purchase door prizes.
  - 9. Enjoy your events!!!!
  - 10. Remember to start choosing your 2018 location as soon as possible Ask customers/users/sponsors if they can host it for you.
  - 11. Submit an article or give us a testimonial on the success of your event. You may be featured in our e-newsletter.

## **Appendix G - PLM World Board of Directors Duties and Responsibilities**

### **Chairperson**

The principal role of the Chairperson is to manage and to provide leadership to the Board of Directors. The Chairperson is accountable to the Board and acts as a direct liaison between the Board and the management of the Company, through the Executive Director. The Chairperson shall call Board of Director meetings, publish an agenda for, and preside at these meetings. The Chairman shall appoint a Chairperson of the Nominating Committee. The Chairperson shall perform all such other duties as from time to time may be assigned to him or her by the Board of Directors.

### **Vice Chairperson**

In addition to assisting the Chairperson, the Vice chairman position is responsible for engaging the staff and board in:

- Creating a strategy for long-term member engagement.
- Creating programs for increased long-term member value.
- Creating a digital footprint plan for the organization
- Formulating a Long-term organization structure plan
- Monetizing our assets
- Creation of a long-term resource investment strategy

### **Technical Director**

The Technical Director shall be responsible for (but not limited to):

- Chair of the Agenda Committee and representing the Agenda Committee to the Board of Directors.
- Advise and work with the Event Content Strategist in the execution of Agenda Committee directives.
- Conduct final review & approval of submitted abstracts for presentation at the annual conference.
- Serve as member of the Technical Committee.

### **Technical Operations Director**

The Technical Operations Director's primary responsibilities shall be to assist the Technical Director and provide oversight to the Working Groups. The Technical Operations Director is a member of the Technical Committee. The Technical Operations Director shall be responsible for (but not limited to):

- Prepare to assume the responsibilities of the Technical Director.
- Receive Working Group applications and review them with the Technical Committee.
- Ensure that Working Groups are actively meeting their objectives, goals and stated deliverables.

## **Community Director**

The Community Director shall be responsible for PLM World's membership development and oversee marketing and community engagement plans to reach new SPLM customers and retain existing members. The Community Director shall approve membership growth and retention plans that shall include detailed guidelines for membership eligibility and for individual member data refreshment. This position will be responsible for reporting to the BOD, on a periodic basis, evaluations of membership demographics and growth metrics. The Director shall work with our own communities, such as SITs and Working Groups, to encourage participation of our members in those areas and shall also serve as the RUG Liaison. Furthermore, the Community Director shall work with the Operations Systems Manager to expand our web tools in the areas related to membership retention and growth.

## **Strategic Technical Director**

The Strategic Technical Director shall develop and nurture a 3-5 year plan focusing on PLM technology and capability growth areas. Primary responsibilities shall be to foster the collaboration among PLMW members, PLMW partners, and SPLM resulting in ideas and concepts to be further developed into deliverables through working groups and innovation teams.

The Strategic Technical Director shall be responsible for (but not limited to):

- Chair the Technical Committee and represent the Technical Committee on the Board of Directors
- Ensure alignment with the Siemens Product Development organization
- Monitor other PLM industry Groups (e.g. PI Congress, CIMdata ) and build relationships with their leaders to gather insight from them and their respective user communities.
- Represent PLMW at select technical conferences (e.g. PI Congress, CIMdata PLM Roadmap, Siemens PLM Innovation Leadership Summit) as appropriate in accordance with organizational strategic objectives.

## **Partner Liaison**

The Partner Liaison shall be a voting member of the Board of Directors. The primary responsibility of this position is to represent PLM World's diverse Partner community among the PLM World Board of Directors and Staff. A secondary goal is to nurture the Partner ecosystem, building enduring relationships between PLM World and Partners which holistically benefits PLM World Members, Siemens PLM, and PLM World, Inc.

The Partner Liaison shall provide quarterly updates to the Board of Directors regarding strategic direction of the PLM World Partner Program and transactional progress on Partner enrollment.

## **Director of Finance**

The Director of Finances shall be the Chief Financial Officer of the Corporation. This position shall develop and maintain an overall financial strategy and liability plan for the organization, ensure that the budgets maintain alignment to this strategy, ensure that the organization and board follows all documented financial procedures and oversee activities of the Executive Director regarding his/her responsibilities with finance.

In conjunction with the PLM World staff, The Director of Finances shall provide and present the Chairperson and the Board periodic reports of the financial condition of the Corporation as it relates to the financial strategy.

## **Honorary Director (s)**

Specific Duties and term to be decided by resolution of the Board of Directors.

## **Content Strategy Director**

The Content Strategy Director shall:

- Maintain relationship with Siemens to better understand their growth plan as it relates to PLM Software
- Ensure the conference agenda continues to grow and offer sessions and/or training on these new acquisitions.
- Ensure an agenda strategic plan is created and in alignment with the organization-wide strategic plan
- Chair a committee focused on the long-term content planning for the organization as it relates to PLM World events.

## **Executive Director**

The Executive Director will report directly to the Board Chairman and is a non- voting member of the Board of Directors. This position is responsible for and has commensurate authority to accomplish the duties and responsibilities. The Executive Director may delegate portions of his/her responsibilities consistent with sound operations and staff competency, together with proportionate authority for their fulfilment, but the Executive Director may not delegate nor relinquish any portion of his/her accountability for results. – **See Appendix I** for full position description.

## **Siemens PLM Sales Liaison**

- Attend PLM World Board of Directors meetings.
- Provide direction to the Board of Directors from a Siemens PLM Software sales perspective.
- Coordinate the Siemens PLM Software portion of the conference agenda.

### **Siemens PLM Development Liaison**

- Attend PLM World Board of Directors meetings
- Provide direction to the Board of Directors from a Siemens PLM Software with an emphasis on development
- Facilitate the Siemens PLM Software content for the Siemens PLM Connection – Americas Event
- Facilitate communication between SIT/ Technical Track/Working Groups chairs and Siemens PLM Software SIT/ Technical Track/Working Groups representatives

### **Siemens PLM Marketing Liaison**

- Attend PLM World Board of Directors meetings.
- Provide direction to the Board of Directors from a Siemens PLM Software marketing perspective.
- Serve on the PLM World marketing committee
- Facilitate communication between PLM World and Siemens Marketing

## **Appendix H - PLM World Committee Mandates**

### **Compensation Committee Mandate**

#### **SCOPE**

Monitoring of staff team performance and determination of compensation levels for direct, full time employees

#### **OBJECTIVES**

1. Determine level of annual merit increases
  - a. Overall level set by committee consistent with budget
  - b. Individual levels for staff team set by executive director commensurate with performance
  - c. Executive Director level set by committee commensurate with performance
2. Determine level of annual bonus payments
3. Monitor overall staff team performance in co-ordination with Executive Director
4. Monitor performance of Executive Director in coordination with Chairman
5. Approve goals and objectives of Executive Director as recommended by Chairman
6. Develop and present recommendations to the board for discipline, demotion or termination of Executive Director as required
7. Ensure regulatory requirements for salary assessment are met (Form 990)
8. Develop and submit budget proposals for staff compensation in co-ordination with Executive Director to annual budget development process
  - a. Proposals for budget adjustments during fiscal year to be developed in co-ordination with Executive Director (excluding adjustments for Executive Director position) and submitted to finance committee for review. Finance Director and Executive Director to present to Board of Directors for review and approval
9. Develop annual compensation plan for following year and submit to Board of Directors for approval. Compensation plan framework will be comprehensive to include salary, benefits, merit, bonus, and measurable goals and objectives.
10. Ensure Board are kept informed and updated as decisions are made or as significant events occur

#### **TEAM MEMBERS**

Vice Chairman (chair of committee) (Term – length of board term)

Finance Director (Term – length of board term)

Executive Director

#### **DECISION MAKING AUTHORITY**

Determination of Salary level for new / replacement staff positions

- Must be consistent with approved organizational budget
- Individual salaries for direct report to Executive Director determined by Executive Director consistent with approved organizational budget and direction from compensation committee

Make recommendations to Chairman and Executive Director regarding merit increases, bonuses, etc.

## **Strategy Committee Mandate**

### **SCOPE**

Creation of long-term strategic goals and objectives for PLM World. Monitor mandates of PLM World committees, SITs and other member based groups as mandates relate to long-term strategy. Review and approve PLM World staff individual yearly goals as goals relate to long-term strategy. Ensure that both member and staff mandates and goals are in lock-step with the long-term strategic direction of the organization.

### **OBJECTIVES**

1. Determine three to five-year strategic direction of the association.
  - a. Define strategy, requirements and deliverables as they relate to the agenda, partners and RUG's.
  - b. Work with PLM World staff and committee chairs on an implementation timeline.
  - c. Collaborate with other committees, board members, partners and members at large as required to ensure alignment with strategic goals and objectives of organization and events.
2. Determine five to ten-year strategic direction of the association.
  - a. Define strategy, requirements and deliverables as they relate to the agenda, partners and RUG's.
  - b. Work with PLM World staff and committee chairs on an implementation timeline.
  - c. Collaborate with other committees, board members, partners, and members at large as required to ensure alignment with strategic goals and objectives of organization and events.
3. Review PLM World Committee Mandates and ensure tie to determined long-term strategic plan
4. Review PLM World individual staff goals and ensure tie to determined long-term strategic plan

Ensure Board members are kept informed and updated as decisions are made or as significant events occur.

### **TEAM MEMBERS**

Strategy Director (Committee Chair)  
Siemens Marketing Liaison  
Community Director  
Partner Liaison  
Executive Director  
Event Content Strategist  
Community Engagement Strategist

### **DECISION MAKING AUTHORITY**

Creation of long-term PLM World strategy.

- Must be consistent with approved organizational budget



## **Member Engagement Committee Mandate**

### **SCOPE**

Member Engagement/Hostmanship Committee oversees all committees/task forces in regards to how volunteers are engaged through their volunteer work on various opportunities through PLM World.

### **OBJECTIVES**

1. Helps determine overall outreach to the PLM World membership base regarding volunteer opportunities.

- a. Help develop engagement opportunities beneficial to PLM World members
- b. Act as a sounding board and advisory committee to PLM World staff and Board of Directors to vet engagement ideas/programs.

2. Monitors the success and challenges of engagement programs.

Observe how programs are received by members and offer suggested changes to new or existing programs based on observation and feedback.

Act as test subjects for programs (i.e. test virtual platforms, etc.) prior to pushing out to members.

Ensure Board members and staff are kept informed and updated as decisions are made or as changes occur

### **TEAM MEMBERS**

Community Director (length of board term)

Community Engagement Strategist

Business Coordinator

5 Members/Users (Committee Members-At-Large shall serve for two years)

### **DECISION MAKING AUTHORITY**

Creation, review and approval of committee/task forces efforts..

- Must be consistent with approved organizational budget

## **RUG Task Force Mandate**

### **SCOPE**

Task Force will report to the RUG Advisory Committee (RAC) in regards to RUG operations and volunteerism on the local level.

### **OBJECTIVES**

1. Helps determine needs at the local level and helps find solutions for RUG teams.
  - a. Works with Board liaison, RAC Committee, and community engagement strategist to gather information from RUGs to gain insight into challenges and best practices.
  - b. Based on information obtained, work within the group to provide practical solutions so groups can remain, or become, self-sufficient.
2. Creates a plan to help RUG teams solicit volunteers at the local level.
  - a. Works with marketing team and engagement strategist to create a marketing plan for volunteer solicitation and implementation.

Ensure Board members and staff are kept informed and updated as decisions are made or as changes occur

### **TEAM MEMBERS**

Community Director (Term – length of board term)

Community Engagement Strategist

5 RUG attendees/users from different regions (serve two year term)

### **DECISION MAKING AUTHORITY**

Creation, Review and Approval of committee/task forces efforts

- Must be consistent with approved organizational budget

## Technical Committee Mandate

### Objectives and Scope

The objective of the PLM World Technical Organization is to provide:

A framework for collaboration among PLM World members, partners, and SIEMENS PLM. This is accomplished through:

- Online forums at SIEMENS PLM Community and PLMW, and leveraging all appropriate technologies.
- Providing a means for Ad Hoc meetings and discussions through conference calls and online meetings
- Online File Libraries to share files, templates, white papers, etc
- Roundtable, Open Forum, and other networking type sessions at annual conferences and RUGs

A forum for technical input to, and influence of, Siemens PLM Software product development roadmaps. This is accomplished through:

- Working Groups
- Strategic Innovation Teams
- Providing direct Voice of Customer Input to SIEMENS PLM
- Input from Collaboration opportunities, including but not limited to, the Agenda Committee and the Event Content Coordinator.

The formation of Working Groups and Strategic Innovation Teams will follow established guidelines approved by the Technical Committee, and published in the Technical Organization Leadership Manual.

### Structure

The Technical Committee reports directly to the Board of Directors (BOD) of PLM World. The committee leader is the Strategic Technical Director of PLM World BOD. The committee consists of the Strategic Technical Director, the Technical Director, the Technical Operations Director, the Community Engagement Director, the Siemens PLM Development representative, and a member of the PLM World staff assigned to support the committee.

Collaborate with community members and other personnel as needed.

### Oversight Responsibilities

The Technical Committee has the authority to approve and govern the progress of Strategic Innovation Teams (SIT) and Working Groups (WG).

- The committee will review each team's progress on an annual basis and determine if it should continue or be disbanded.

The Technical Committee also has the authority to engage with external organizations that would benefit PLM World (e.g., CIMData, PI Congress, COFES, etc) within the approved budget.

## **TEAM MEMBERS**

Strategic Technical Director (Term – length of board term)  
Technical Director (Term – length of board term)  
Technical Operations Director (Term – length of board term)  
Siemens Development Liaison (Term – length of board term)  
Community Director (Term – length of board term)  
Community Engagement Strategist  
5 RUG attendees/users from different regions (serve two year term)

## **DECISION MAKING AUTHORITY**

Creation, Review and Approval of committee/task forces efforts

- Must be consistent with approved organizational budget

## **Infrastructure**

The Technical Committee is responsible to establish methods for PLM World members to collaborate with each other as well as with PLM World Partners and Siemens PLM Development. Appropriate use of technology, such as online meetings and teleconference tools, forums and social networking communities, will be supported either through the PLM World website or on an ad hoc basis as required.

## **Agenda Committee Mandate**

### **Scope**

The agenda committee is responsible for the technical content at the annual conference including the content for the current conference structure that include the following seven themed Connections, as well as Knowledge Theaters and Keynote presentations

1. Business Process
2. Deployment Excellence
3. NX Product Engineering User
4. NX CAM & Tecnomatix User
5. Manufacturing Operations User
6. Simcenter User
7. Teamcenter User
8. Solution Sessions
9. Training
10. Solid Edge
11. Mentor
- 12.

Technical content from the annual conference may be utilized for content at Regional User Group (RUG) meetings, though the agenda committee is not responsible for RUG meeting technical content.

### **Structure**

The agenda committee reports directly to the Board of Directors (BOD) of PLM World. The committee consists of the following voting members.

1. PLM World Technical Director (Chair) (Term – Length of board term)
2. PLM World Technical Operations Director (Term – length of board term)
3. Siemens representative responsible for services (Term – TBD)
4. Siemens representative responsible for product development (Term -TBD)
5. PLM World Customer Members-at-Large (Two-year term)
6. PLM World Event Content Strategist
7. Connection Leads (One-year term)

In addition, one working group for each connection will be created on an annual basis. These groups will work at the direction of and report to the agenda committee and will be non-voting members of the Agenda Committee. Each Connection Work Group will consist of at least one PLM World Customer Member at Large and One Siemens PLM Representative. The work groups may take on additional PLM World Customer Member at Large volunteers as the work load dictates. The current connection workgroups:

1. Business Process Connection Work Group
  - PLM World Customer Member at Large
  - Siemens PLM Representative
2. Deployment Excellence
  - PLM World Customer Member at Large

- Siemens PLM Representative
- 3. NX Product Engineering User
  - PLM World Customer Member at Large
  - Siemens PLM Representative
- 4. NX CAM & Tecnomatix User
  - PLM World Customer Member at Large
  - Siemens PLM Representative
- 5. Manufacturing Operations User
  - PLM World Customer Member at Large
  - Siemens PLM Representative
- 6. Simcenter User
  - PLM World Customer Member at Large
  - Siemens PLM Representative
- 7. Teamcenter User
  - PLM World Customer Member at Large
  - Siemens PLM Representative
- 8. Solid Edge
  - PLM World Customer Member at Large
  - Siemens PLM Representative
- 9. Mentor
  - PLM World Customer Member at Large
  - Siemens PLM Representative.
- 10. Solution Sessions
  - PLM World Customer Member at Large
  - Siemens PLM Representative
- 11. Training

The agenda committee must stay within the annual budget for agenda committee meetings, paid keynotes, and paid emcee. The agenda committee is **not** responsible for:

1. Social events
2. Partner/Solutions Center
3. Customer Showcase
4. Meals
5. Session Tracking/Counting
6. Conference Survey
7. Convention Center or hotel session room selection

For this **committee**, the technical content is limited to the following:

1. Connection sessions/presentations
  - Technical breakout sessions (Siemens PLM and customer)
  - Other learning opportunities (roundtables, discussions, etc.)

- Partner breakout sessions
  - Training sessions
  - Knowledge theatre sessions
2. General Session presenters (Siemens PLM, Partners, Customer and Paid) aligned with annual conference theme
- Event emcees

It is expected that the committee align the content for the breakout sessions, general sessions/keynotes and emcee be aligned with annual conference theme, if applicable.

The PLM World BOD's may also direct other responsibilities to the agenda committee.

### **Oversight Responsibilities**

The agenda committee is expected to follow the direction set by the Strategy Committee.

Following approval from the BOD, the agenda committee will incorporate these items into the overall technical content of the annual conference.

The agenda committee has the responsibility to post the complete agenda no later than four months prior to the actual conference date.

If the agenda committee can't reach agreement, the committee members have the right to bring the issue to the Board of Directors for consideration and resolution.

The agenda committee has the authority to recommend (but not approve) to the BOD the following:

- Specific areas of expansion and/or improvement
- Execution of content/presentations at the annual Siemens PLM Connection - Americas

### **Talent, Culture and Requirements**

The agenda committee has a critical role in fulfilling the mission of PLM World specifically providing an opportunity for a collaborative network to exchange ideas, information and best practices to enable customer success. The committee also embraces PLM World's values of being inclusive by seeking a diverse community of presenters at the event and continually improving upon world class delivery methods. The technical content as the event encourages open collaboration and dialogue while proving content that fosters personal and company success.

The Connection Sub Committee have the critical role of obtaining qualified presenters that offer relevant content for each Connection. Each Connection Sub Committee member must be knowledgeable in the tools related to the Connection and willing to travel once or twice a year for meetings.

### **Infrastructure**

Elections to this position occur every two years, but an associated member is typically part of this committee for no less than 4 years (two years as the technical operations director and two years as the committee chair and technical director).

The agenda committee is to report out to the BOD's at each face-to-face meeting and as needed on conference calls.

The Connection Sub Committee will report to the Agenda Committee and have regularly scheduled conference calls and be willing to attend one or two face-to-face meetings. Connection Sub Committee will be responsible for attending Siemens PLM Connection – Americas to assist with Connection execution and implementation.

Metrics are gathered following the conference and reported back to the board in conjunction with the Event Content Strategist. Some of the metrics include:

- Top attended sessions (count)
- Top ranked sessions (evaluations)
- Lowest attended sessions (count)
- Lowest ranked sessions (evaluations)
- Attendance distribution among audience types
- Attendance by presenter and intended audience
- Attendance by session and by day
- Who (Siemens, Customers, Partners) attended what sessions (audience types and training)

#### **Agenda Committee – Connection Work Group Lead**

*Volunteer Position Description*

#### **OVERVIEW**

The agenda committee is responsible for the technical content at the annual conference including the content for the current conference structure that include the following eleven themed Connections, as well as Knowledge Theaters and Keynote presentations.

1. Business Process
2. Deployment Excellence
3. NX Product Engineering User
4. NX CAM & Tecnomatix User
5. Manufacturing Operations User
6. Simcenter User
7. Teamcenter User
8. Solutions Session
9. Training
10. Solid Edge
11. Mentor

#### **DUTIES**

The agenda committee reports directly to the Board of Directors (BOD) of PLM World.

In addition to the voting members of the agenda committee, one working group for each connection will be created on an annual basis. These groups will work at the direction of and report to the agenda committee and will be non-voting members of the Agenda Committee. Each Connection Work Group will consist of at least one PLM World Customer Member at Large and One Siemens PLM



Representative. The work groups may take on additional PLM World Customer Member at Large volunteers as the work load dictates.

It is expected that the committee align the content for the breakout sessions, general sessions/keynotes and emcee be aligned with annual conference theme, if applicable.

Each Connection Work Group's Customer Lead (non-Siemens) is responsible for managing the submissions as they are received throughout the Call for Presentations. This is done through our online tool in which each lead will receive the necessary training.

The Connection Work Group Lead's are expected to conduct a review process where each Call for Presentations submission is assessed for recommended inclusion in the Conference agenda. The Connection Work Group will submit their recommended presentations to the Agenda Committee.

It is the duty of each Connection Lead to ensure that the appropriate number of slots have been planned for based on the yearly allocation as well as to ensure that their connection's schedule fits within the predetermined schedule provided by the Agenda Committee.

The PLM World BOD's may also direct other responsibilities to the agenda committee.

## **REQUIREMENTS**

The agenda committee and it's working groups embrace PLM World's values of being inclusive by seeking a diverse community of presenters at the event and continually improving upon world class delivery methods.

The Connection Work Group have the critical role of obtaining qualified presenters that offer relevant content for each Connection. Each Connection Work Group member must be knowledgeable in the tools related to the Connection and willing to travel once or twice a year for meetings.

The Connection Work Group will report to the Agenda Committee and have regularly scheduled conference calls and be willing to attend one or two face-to-face meetings. Connection Work Groups will be responsible for attending Siemens PLM Connection – Americas to assist with Connection execution and implementation.

## **Site Selection Committee Mandate**

### **SCOPE**

Definition of strategy, criteria and requirements for site selection processes. Development and submission of proposal to board for site selection.

### **OBJECTIVES**

Define strategy for site selection including determination of how many years in advance to target.  
Define criteria and requirements for site selection search.

- Coordinate with agenda committee and technical committee to align with medium to long term event strategy
- Develop a criteria list for city selection
- Ensure recommended event location costs are consistent with approved organizational budget
- Develop and submit proposals to board for final site selection approval; proposal to include financial assessment with budgetary forecast
- Contract will ultimately be signed by Executive Director following consultation with legal representation and approval of Finance Committee
- Ensure Board are kept informed and updated as decisions are made or as significant events occur

### **TEAM MEMBERS**

Chairman (Committee Chair)

Vice Chairman

Finance Director

Executive Director

Conference and Event Manager

Agenda Committee Representative

Siemens Sales Liaison

Event Management Partner (eg. Conference Direct account manager)

### **DECISION MAKING AUTHORITY**

Determination of site selection criteria and requirements

Determination of shortlisted sites

Determination of requirement for onsite assessments

Must be Compliant with travel approval processes

## **Marketing Committee Mandate**

### **SCOPE**

Review and approve a strategic marketing plan created by the Marketing and Communications Strategist to promote PLM World's mission, vision, values and important news around membership, education, events, volunteering, and more. The committee is responsible for establishing best practices that are used in all communications formats and will work closely with the Operations Systems Manager.

### **OBJECTIVES**

1. Define strategy and requirements of marketing plan
  - a. Oversee current and future work on the PLM World brand
  - b. Assist in the strategy for PLM World website and other media channels
  - c. Collaborate with other committees, board members and members at large as required to ensure alignment with strategic goals and objectives of organization and events.
2. Determine level of outside marketing assistance required
  - a. Identify appropriate vendor and award contract
  - b. Compliant with financial policies and procedures
  - c. Consistent with approved organizational budget
3. Management and performance monitoring of marketing agency partners if appropriate
4. Monitor and measure effectiveness of marketing strategy and marketing initiatives
5. Coordinate with Operations Systems Manager to deliver the analytical reports
6. Ensure Board is kept informed and updated as decisions are made or as significant events occur

### **TEAM MEMBERS**

Marketing Communications Strategist

Siemens Marketing Liaison (Term – length of board term)

Technical Operations Director (Committee Chair Term – length of board term)

Executive Director

Conference and Event Manager

Operations System Manager

Member-at-Large (two-year term)

May invite Marketing Agency if applicable to meetings as required

### **DECISION MAKING AUTHORITY**

- Review and Approval of marketing plan
- Selection and contract award of marketing partners
- Must be consistent with approved organizational budget

## **Finance Committee Mandate**

### **SCOPE**

The Finance Committee is charged with monitoring the financial health of the organization and ensuring that its assets are protected, its resources are used properly, and that the organization complies with all applicable laws and reporting requirements.

### **OBJECTIVES**

- Development of a strategic financial plan, including monitoring of PLM World financial assets and making recommendations to the Board as appropriate; multi-year forecasts;
- Maintain, adhere and perform duties as outlined in the PLM World By-laws and Policy and Procedure Manual.
- Recommend changes to financial documents and policies to the Board of Directors for approval as needed
- Review Annual Budget as prepared by the Executive Director or designee and bring to the Board of Directors for approval or for any changes as outlined in the PLM World policies
- Review monthly, quarterly & annual Financial Statements as prepared by the Executive Director or designee
- Maintain financial risk assessment and management strategy
- Ensure adherence to budget. Submit recommendations to board for budget adjustments.
- Allow the Business Coordinator to serve as Executive Director for duties outlined the By-laws, Policy and Procedure Manual – which include the Financial and RUG Procedures - in the interim until an Executive Director is in place.

### **TEAM MEMBERS**

Director of Finance (committee chair) (Term – length of board term)

Chairperson (Term – length of board term)

Executive Director

### **DECISION MAKING AUTHORITY**

- Adjustment of specific budget line items while maintaining achievement of overall budget goals.
  - Ensure coordination with impacted budget owners
- Review and approve contracts, over \$25,000 for previously approved budgeted line items
- All Contracts are to be signed by staff member not a volunteer board member at the request of our legal counsel
- Travel Request approval

## **Partner Advisory Committee Mandate**

### **SCOPE**

Partner Advisory Committee represents PLM World member partner interests and with PLM World members and events.

### **OBJECTIVES**

1. Provides input on the strategic direction of partner offerings at Siemens PLM Connection – Americas and other PLM World events throughout the year.
  - a. Provide input on Solution Center floor plan
  - b. Provide input on partner offerings through PLM World
2. Act as a representative for PLM World partners to the “user communities” and PLM World board of directors.
  - a. Participate in partner webinars and PAC conference calls
  - b. Offer feedback and suggestions for Partner communications (surveys, solicitation, media kit, research)
  - c. Welcome Partners at annual event and host the PAC luncheon

Ensure Board members and staff are kept informed and updated as decisions are made or as changes occur

### **PAC Member Responsibilities and Eligibility**

PAC calls will be held monthly, except December and the month of Siemens PLM Connection – Americas. The PAC will meet face-to-face at Siemens PLM Connections – Americas.

PAC members are required to attend seven (7) of the eleven (11) monthly calls and be an Active Partner (having purchased a Partner Package) for the upcoming year’s Siemens PLM Connection – Americas.

### **TEAM MEMBERS**

Partner Liaison (Term – length of board term)

Executive Director

Partner and Sales Manager

Marketing Communications Strategist

Community Engagement Strategist

3-5 Partner Members (two-year terms)

### **DECISION MAKING AUTHORITY**

- Must be consistent with approved organizational budget

## **Event Strategy Committee Mandate**

### **Scope**

The Event Strategy Committee is responsible for creating a long-term strategic agenda plan for the Siemens PLM Connection – Americas event as it relates to the education content and education delivery. The schedule for these event plans will be a 1+ plus years out from the current annual event.

### **Objectives:**

1. Determine 1+ year out structure of the event agenda.
  - a. Review alternative education delivery formats and make suggestions for changes.
  - b. Determine opportunity or need for any changes in content scope or scale to event.
  - c. Assess PLM technology and practice trends and incorporate them into the agenda planning
  - d. Address new Siemens PLM acquisitions/products into the education planning of the annual event.
  - e. Evaluate the need for increasing or decreasing connections at the annual event.
2. Identify and evaluate new/alternate options for engaging the PLM World community during the educational portion of the PLM Connection event (e.g., rather than having a breakout session with a presentation, allocate certain content to Knowledge theaters, kiosks, printed displays, pushed content to the event app, streaming media, etc.)
3. Identify and engage with other similar organizations to identify synergistic opportunities and best practices for the overall event, agenda and delivery mechanisms.
4. Review Identify and suggest opportunities for PLM education to members throughout the year.

### **Team Members**

1. Event Strategy Director, Committee Chairperson (Term – length of board term)
2. Community Director (Term – length of board term)
3. Vice Chairperson (Term – length of board term)
4. PLM World Customer Member at Large (two-year term)
5. PLM World Customer Member at Large (two-year term)
6. Siemens Sales –
7. Siemens Marketing –
8. PLM World Executive Director, non-voting member

### **Decision Making Authority**

The Event Strategy Committee has the following authority:

- Develop and recommend future PLM Connection agenda frameworks
- Develop and own the plan for incorporating Siemens PLM growth and acquisition into the PLM Connection agenda framework

- Ongoing review of content and content delivery options for PLM Connection
- Develop and own the process for determining which topics become tracks in the PLM Connection – Americas agenda framework

**The Event Strategy Committee Shall:**

1. Hold regular conference calls and report out to the BOD's at each face-to-face meeting and as needed basis.
2. Bring all suggestions to the PLM World Board of Directors for final approval.
3. Operate within provided budget for all meetings and communications.

The PLM World BOD's may also direct other responsibilities to the strategy committee.

## **Executive Committee Mandate**

### **Scope**

In interim periods between Board Meetings, the Executive Committee is empowered to issue directives and establish procedures not otherwise specifically covered by the Bylaws or by official association policy and procedures.

### **Objectives**

1. Meetings may be called by the Chairperson or by two other members of the committee.
2. Cultivate a sense of group responsibility for excellence in governing
3. Facilitate decision making between board meetings or in the case of a crisis or other urgent circumstances.

Ensure Board members and staff are kept informed and updated as decisions are made or as changes occur.

### **Team Members**

Chairperson – Committee Chair (Term – length of board term)

Vice Chairperson (Term – length of board term)

Past Chairperson – if this position is unfilled, responsibility rolls to an appointed board member (Term – length of board term)

Executive Director - non-voting member

### **Decision Making Authority**

1. The executive committee may not amend bylaws, elect or remove board members, hire or fire the executive director, or make major structural changes such as adding or eliminating programs or over ruling existing committee decisions.
2. The executive committee may take any action needed in-between board meetings to facilitate board directives.
  - a. Any such action shall be reported to the full Board within ten (10) business days. Decisions from this committee shall be captured in notes and made available to the board. The Chairperson and two other voting member shall constitute a quorum for the transaction of business.



## **Appendix I - PLM World Staff Position Descriptions**

### **Executive Director – PLM World**

#### **Position Description**

The successful candidate will serve as the Executive Director of PLM World, overseeing the operation and activities of the Association as a whole, advising and making recommendations to the Officers, Board of Directors and Committees, administering and implementing decisions made by the Board of Directors and maintaining effective staff performance to assure the attainment of the association's goals.

The successful candidate will be an experienced non-profit association executive, skilled talent manager with the ability to train, motivate and work with others, an excellent communicator and consensus builder and an innovative and forward thinking leader.

#### ***Essential Duties and Responsibilities***

The Executive Director will report directly to the Board Chairman and has a full voting seat on the Board of Directors. This position is responsible for and has commensurate authority to accomplish the following duties and responsibilities. The Executive Director may delegate portions of his/her responsibilities consistent with sound operations and staff competency, together with proportionate authority for their fulfillment, but the Executive Director may not delegate nor relinquish any portion of his/her accountability for results.

#### ***Organizational Leadership***

- Provide oversight and guidance to all programs and staff
- Provide oversight of the staff team including monitoring staff performance and ensuring an adequate staffing plan
- See that PLM World is staffed with competent people; that they are delegated authority and are equitably compensated; and that appropriate limitations of their authority are defined and understood with respect to policy, commitment, expenditures and actions affecting personnel; and that they receive on-going training to assist them in performing their job functions
- Responsible for the overall personnel policy, for hiring of staff personnel and direct or oversee the hiring of support and contract personnel, maintenance of salary administration procedures and has ultimate responsibility and authority for promotions and terminations
- Ensures a growth-oriented, skill-centered environment in which staff grows and develops skills helpful to meeting the goals and objectives of the organization
- With advice and input from the chairman and board of directors, formulate and recommend policies and programs, including financial and budgeting for approval by the Board of Directors
- Review and govern PLM World activities and ensure activities support stated goals and objectives

- See that the development of programs authorized by the Board of Directors are implemented in a timely manner and that they are effectively administered and controlled
- Maintain relationship with legal advisers and ensure legal filings are current in state of incorporation (MN)
- Authorize, execute or delegate such contracts, agreements and commitments as may be necessary to carry out the goals and objectives of the organization within the boundaries of policies and procedures
- Review, develop, maintain, continuously improve, release and publish all organization policies and procedures
- Executes or delegates such other general responsibilities as may be delegated by the Board of Directors or Board Chairman
- Collaborate and maintain relationship with external legal firm ensuring that all PLM World activities and governance are in line with legal and ethical requirements
- Review, maintain and continuously assess organizational insurance coverage and risks to staff, board, members and organization are appropriately minimized

### ***Financial Management***

- Collaborate with and assist Finance Director to develop, maintain, update and release organization financial strategy
- Develop and maintain annual budget with input from staff, board and committee members
- Ensure adherence to budget through monthly review of financial statements, forecasting and monitoring
- Develop and maintain an appropriate budgetary procedure with the Finance Committee
- Provide the Board of Directors with regular budget updates and reports
- Oversee the authorized and proper expenditures of funds and assure that all funds, physical assets and other property of the association are appropriately safeguarded and administered
- Oversee and manage all payroll and employee benefit processes and procedures
- Oversee all accounts receivable and accounts payable activities ensuring appropriate financial procedures and policies are documented, adhered to and updated as appropriate to continuously improve efficiency, effectiveness and to provide reliable and solid finance management practices
- Collaborate with accounting firm and take responsibility for annual taxation filing and regular financial audit/review procedures
- Oversee and manage key revenue raising programs with particular emphasis on our partner program. Work with and support partner liaison, partner advisory committee and the partner community to continuously improve the partner program to deliver enhanced value and revenue growth

### ***Board and Volunteer Engagement***

- Ensure that the PLM World Board is kept fully informed on the activities and operations of the association including proactive communication around progress towards strategic goals and financial performance
- In conjunction with the Board Chairman, develop agendas and materials for Board meetings and conference calls. Ensure all materials reviewed or generated during board meetings are collected and published to appropriate document libraries in addition to ensuring a staff member records and publishes the meeting minutes
- Oversight of governance training and best practices
- Record, track, execute and implement all decisions of the Board
- Proactively bring ideas for service and program improvements to the Board
- Provide appropriate staff liaisons to committees and provide authority to staff members to enable them to properly perform their liaison functions and provide Committee Chairs with the necessary support and assistance
- Promote interest and active participation in PLM World activities among the membership and supervise proper communication of activities of the Board and committees through the communication vehicles of the association

#### ***Supplier Management***

- Manage and oversee all relationships with external suppliers
- Collaborating with staff and board members, monitor performance of external suppliers and ensure services and products delivered meet contract terms and expectations of PLM World
- Maintain awareness of industry best practices, emerging technologies, industry trends to assess our supplier performance bring recommendations to the board for improvements, changes or additions to supplier relationships that will bring added value to PLM World and its members

#### ***Membership Engagement***

- Implement processes to measure the levels of member engagement with PLM World activities and resources
- Monitor member satisfaction
- Oversee all hostmanship initiatives to ensure that members recognise the value PLM World places on their membership and participation in PLM World events and activities
- Coordinate PLM World Staff and Board members to ensure they are all actively participating in hostmanship initiatives
- Drive continuous improvement in the services and activities offered by PLM World to enable vibrant and widespread member engagement
- Be a visible and friendly presence to PLM World members. Embrace every opportunity to meet and engage with members ensuring their voice is heard by the board and actions are taken to address issues and implement improvements based on member suggestions
- Oversee and assist with board election procedures ensuring all bylaw and policies requirements are clearly and pro-actively communicated to the board members, planned and implemented

- Support board elections by assist with the identification and nomination of suitable candidates from our membership for open board positions

### ***Public Relations***

- Oversee all enquiries from the media and analyst community
- Ensure the appropriate board member/s are designated to assist in addressing media enquiries
- Oversee the development of all press releases
- Ensure the press and analyst community is pro-actively invited to and hosted at our annual conference
- Serve as the spokesperson within the organization and throughout the community

### **Executive Director Profile**

Ideal candidates for this position will be a dedicated and visionary leader with a passion for development and implementation of organizational strategy and is highly motivated to create an environment that fosters staff and member success. She/he will bring a variety of experiences and attributes to PLM World including:

- Excellent communication skills including the ability to articulate the value of PLM World to its members, stakeholders and the community, communicate directly and clearly with members, staff and board members; and active listening skills
- Ability to build and cultivate positive relationships and work collaboratively with internal and external stakeholders
- Ability to build (recruit and retain), lead and motivate an effective team of staff, volunteers and leadership
- Understanding of the importance of strategic planning and the ability to execute an implement an annual work plan to achieve PLM World goals and objectives
- Financial leadership and understanding of sound financial management practices
- Respectful, honest, transparent, ethical and inspiring leadership style
- Respect for and ability to promote diversity on the Board, staff and with members
- Progressive, innovative and thoughtful leadership
- Tons of energy, passion, humor, compassion and enthusiasm

### ***Qualifications***

The Executive Director is committed to PLM World's mission and vision, and should have proven leadership experience & results. Concrete, demonstrable capabilities and other qualification requirements include:

- Must have strong written and verbal communication skills and be a persuasive and passionate communicator
- Proven ability to work with, manage and motivate a geographically diverse staff and board team
- Minimum 5 years of experience managing a staff team and working with a volunteer board of directors

- Demonstrated ability to plan organization-wide activities (setting objectives, developing strategies, budgeting, developing policies and procedures and organizing the functions necessary to accomplish the activities)
- Willingness to travel to staff, board and organizational activities as required
- Must demonstrate passion, creativity, integrity, positivity and be mission driven and self-directed
- Must have experience and proven results in organizational growth planning and strategy development
- Must be able to think strategically and critically, synthesize complex issues and information and manage the implementation of change
- Prior meeting / event management experience or oversight
- MBA is preferred, bachelor's degree is required
- Understanding of legal requirements for non-profit associations

### ***Compensation***

PLM World will offer a competitive and generous compensation package including health coverage and matching retirement savings

### **Business Coordinator – PLM World**

#### **Position Description**

PLM World is seeking a dynamic individual to handle the financial aspects and day-to-day communication for the organization through the role of Business Coordinator. The successful candidate will work collaboratively with the other PLM World staff members, RUG leadership and Board members as needed to perform their duties, and will be responsible for maintaining any necessary documents associated with these activities.

#### ***Essential Duties and Responsibilities***

Reporting to the Executive Director, the Business Coordinator responsibilities will fall into the following areas:

#### ***Financial***

- Managing all phases of Accounts Payable and Receivable, including timely and accurate invoicing, check preparation, and entering billing information into QuickBooks for the Organization and associated Regional User Groups.
- Managing timely and accurate month-end, quarter-end, and fiscal year-end accounting close processes.
- Coordinating with the Executive Director and Finance Committee regarding funding approvals as necessary.
- Ensuring all aspects of tax reporting are filed timely and accurately by our accounting firm. Coordinating with our accounting firm and regulatory agencies as needed.
- Assisting our accounting firm with all financial audits/review and follow up on audit/ review results.

- Ensuring that processes in our Financial Procedures Manual are followed on a day-to-day basis.
- Preparing periodic financial statements for the Executive Director to present to Board of Directors.

### ***Administrative***

- Maintenance of employee benefits and business insurance policies
- Payroll and 401 (k) administration
- Record Meeting Minutes for board meetings and teleconferences
- Maintenance of business documents in document sharing and archival solution (SharePoint).
- Conducting administrative tasks such as answering the office telephone, monitoring the office email and assisting with correspondence to members, monitoring the mail and shipments, and maintaining the storage facility.
- Reviewing and processing expense reports.
- Record Minutes for board teleconferences and face to face meetings.
- Assisting with organizing business meetings including scheduling teleconferences, face to face meetings and other travel as required.

### ***Qualifications***

- Associate or Bachelor's degree, financial or accounting background and relevant experience managing an office or providing operational assistance in a non-profit organization is preferred.
- 3 years of administration and office management experience.
- A professional demeanor and the highest level of discretion is essential in the management of confidential information.
- Excellent customer service skills.
- Excellent communication skills, both verbally and in writing, and the ability to successfully multi-task and collaborate with others.
- Must be proficient in areas such as QuickBooks or similar, Salesforce/ACT! or similar database software, Word and Excel, Adobe Acrobat.
- Proven ability to work effectively with remote teams.

## **Marketing Communications Strategist – PLM World**

### **Position Description**

The Marketing Communications Strategist will be responsible for the development, implementation and execution of the strategic marketing plan. Along with the Community Engagement Strategist, the candidate would develop, execute and manage outbound marketing campaigns with intent to grow the community and increase engagement.

The Marketing Communications Strategist will be held accountable for achievement of organizational goals and objectives with respect to growth. PLM World has well defined goals for strategic growth, and will be held accountable for achievement of those goals.

Candidates must have strong marketing project management experience, a proven track record executing successful integrated marketing/digital marketing campaigns, and the ability to take ownership of assigned tasks. The role requires the ability to work with minimal supervision.

### ***Essential Duties and Responsibilities***

Reporting to the Executive Director, the Marketing Communications Strategist will have the following roles and responsibilities and may delegate portions of his/her responsibility consistent with sound operations and staff competency, but will be accountable for the results in the following areas:

- Oversee the development and implementation of comprehensive marketing plans to meet membership recruitment/retention, product sales, member engagement and other goals
- Creates and implements marketing, branding, and digital campaigns for organization, annual conference and RUGs
- Collaborates with internal and external key stakeholders to successfully implement a variety of marketing campaigns
- Develop metrics for evaluating marketing efforts, and reporting outcomes of marketing strategies to stakeholders
- Creates and reviews collateral design and copy and validates alignment with digital marketing best practices and guidelines
- Performs analysis and reporting on campaign effectiveness to provide insights aimed at improving campaign performance and overall marketing initiatives
- Explore content marketing, product development and customer relationship-building strategies to meet needs of diverse membership groups with expanded benefits, implement strategies as needed to accomplish goals
- Provides regular reporting to management on progress towards key milestones and project risks
- Adheres to project budget targets
- Contributes to digital communications initiatives, including website development projects, to ensure exceptional user experience and integrated content and promotional strategies
- Manages and coordinates creative and overall visual experience at annual conference, including but not limited to General Session presentations, AV and Staging, Signage and Syllabus

### **Marketing Communications Strategist - Profile**

The Marketing Communications Strategist is responsible for developing and implementing marketing communications strategies and comprehensive supporting plans to achieve member specific marketing

and communication goals. As a part of successfully achieving these goals, the candidate manages budgets both internally and with affiliates. The candidate also draws upon the expertise of others within the organization to ensure that goals are met in a timely and cost-effective manner and works collaboratively within and outside the institution.

### ***Qualifications***

The Marketing Communications Strategist is committed to PLM World's mission and vision, and should have proven experience & results. Concrete, demonstrable capabilities and other qualification requirements include:

#### ***Required***

- Being a change agent, suggesting ideas and driving new ideas into reality
- Embracing a diversity of users and seeking a diversity of speakers at the conference
- Enjoys learning and exploring new techniques for delivering of content
- Strong ability to communicate and express ideas verbally and written
- Demonstrated organizational skills
- Ability to work with, and lead teams
- Willing to travel up to 20%

#### ***Preferred***

- Working knowledge of typical MS Office Applications, design programs and Social Media tools. Must be extremely comfortable with computers and learning new programs.
- Excellent interpersonal & communication skills are a must. Candidate must be comfortable working with a diverse group of global members and partners.
- Ability to work well under pressure, strong problem solving skills will be important as a support team member.
- Technical skills such as reporting, administrative writing, analytical, organization and data analysis are also important.
- Must be disciplined enough to work from a home office, and interact with other team members via online collaborating tools.

### **Conference and Event Manager– PLM World**

#### **Position Description**

The Conference and Event manager would be responsible for the overall planning and execution of the nationally based annual conference. In this position the Conference and Event Manager would seamlessly orchestrate an event with budgets over \$1,000,000, for up to 3,000 attendees while balancing industry standards and best practices with PLM World's organizational mission strategically lead by the Board of Directors.

The Conference and Event Manager will be accountable for coordinating the logistics of the annual meeting including but not limited to: audio-visual, equipment, food and beverage, entertainment, speakers, recreation events, theme parties, transportation, registration and housing. Candidate must



have the ability to effectively handle multi-levels of tasks and responsibility with minimal direction or supervision, while maintaining a positive attitude and emphasizing member needs as a top priority in all planning endeavors.

### ***Essential Duties and Responsibilities***

The Conference and Event Manager will report to the Executive Director and will collaborate closely and support PLM World staff peers and volunteer board members including but not limited to:

*Event Content Strategist*, will work together closely on the logistical needs surrounding the annual event's agenda

*Marketing and Communication Strategist* as needed to execute annual event's strategic marketing plan

*Operations System Manager* as needed for web communications and event technology needs

*Partner Sales Coordinator* as needed to address Exhibitors logistics and deliverable parameters

*Community Engagement Strategist* as needed for community initiatives as they relate to the annual event

*Business Coordinator* as needed related to the annual event's budget and payments

Project Management of Support Staff:

- Manage relationship between PLMW and Socious Registration and Housing Coordinator
- Manage relationship between PLMW and technology Vendors including but not limited to: AV Vendor, Hardware Vendor, Registration Technology Vendors.
- Manage relationship between PLMW and event host venue and/or hotels, as well as any facility vendors: AV, banquets, housing, internet
- Manage relationship between PLMW and third party support roles such as Conference Direct Project Manager, General Session Speaker Manager, Staffing Agency
- Manage relationship with General Contractor-Exhibit Hall, Signage/decoration
- Manage Siemens Marketing Liaison and PLMW Marketing and Communication Strategist- all event marketing is on cadence

Responsible for overall event planning of annual conference:

- Create and distribute Request for Proposals for vendor services
- Negotiate and execute all major event contracts
- Work on site selection committee to provide recommendations for future event locations
- Proactively organize and conduct site visits to current and potential venue locations
- Manage income and expenses as outlined in conference budget
- Create and maintain timeline of events for conference planning, as well as task lists project owners
- Manage all onsite meeting needs including AV, decoration, food and beverage, registration and housing
- Assist in managing all partner needs including exhibits, deliverables, registrations, food and beverage functions
- Assist in managing presenters and all presenter deliverables.
- Provide content to update website as related to event and partner details
- Assist in organizing content for conference syllabus agenda
- Build out all the content for meeting signage
- Organize supplementary events, i.e. Top Gun Competition and Golf Tournament
- Source and order Badges, Lanyards and other onsite registration material

- Any other responsibilities as needed to successfully plan the annual conference

### **Conference and Event Manager Profile**

The ideal candidate for this position is able to communicate with people at all levels within an organization and understands "the devil is in the details" as they diligently remain super-organized. A successful candidate can work independently, and as a member of a team, meeting projected goals consistently with a strong work ethic and experience in meeting planning. They have the ability to manage multiple priorities and be proactive. Detail oriented, prompt and responsive are a must to maintaining all the moving parts and support necessary to execute a large scale event. Key strengths in this role would include event logistics & production, contract negotiation & management, leadership and team building, training and mentoring, understanding of public relations & marketing concepts, creative and strategic thinking.

### **Qualifications**

The Conference and Event Manager is committed to PLM World's mission and vision, and should have proven experience. Concrete, demonstrable capabilities and other qualification requirements include:

- Bachelor's degree preferably in Communications, Public Relations, Marketing, Advertising, Management or related field
- 3 or more years working in event planning, Hospitality, inside or outside general event sales or related job function
- Working knowledge of all MS Office Applications. Must be extremely comfortable with computers and learning new programs
- Excellent interpersonal & communication skills are a must. Candidate must be comfortable working with a diverse group of global conference attendees and partners.
- Ability to work well under pressure, strong problem solving skills
- Technical skills such as reporting, administrative writing, analytical, organization and data analysis are also important.
- Must be disciplined enough to work from a home office, and interact with other team members via online collaborating tools.
- Ability to work with, and lead teams
- Willing to travel up to 20%

## **Event Content Strategist – PLM World**

PLM World is recruiting and evaluating candidates for the position of Event Content Strategist

### **Position Description**

PLM World is looking for an energetic individual who has the ability to lead the content coordination for their annual conference. With approximately 2,000 attendees from a world-wide audience and attendees ranging from senior executives to hands-on users, the conference facilitates about 400 unique technical sessions during the 4-day conference.

This individual will facilitate content growth by encouraging additional customer participation as the Siemens PLM product portfolio matures and grows.

The successful candidate will be able to motivate others, have the ability to be innovative and be forward thinking in regards to:

- Ensuring PLM content strategy is in lock-step with Siemens PLM offerings.
- Providing different content mechanisms to cultivate growth areas from emerging and/or new Siemens PLM products
- Addressing new targeted audiences including industries and outreach to various position levels.
- Improving content delivery approaches associated with different learning techniques

The candidate will exhibit a strong desire to nurture the PLM World values of Collaborate, Educate, Innovate and Inclusive

### ***Essential Duties and Responsibilities***

Reporting to the Executive Director, the Event Content Strategist will have the following roles and responsibilities and may delegate portions of his/her responsibility consistent with sound operations and staff competency, but will be accountable for the results in the following areas:

#### ***Conference Content Planning***

- Lead a strategic year-round multi-year approach to Siemens PLM education offerings within PLM World. This includes, but not limited to the Siemens PLM Connection- Americas, webinars, scheduled replays, case studies, and customer tours.
- Lead a call for papers in conjunction with the PLM World Board of Directors Technical Director and corresponding committee as necessary.
- Create a preliminary agenda layout for the four days
- Provide suggestions for RUG conference content development
- Support overall growth areas in terms of additional content related to Siemens PLM product portfolio maturation and growth and/or concentration on new audience types
- Capture suggested topics from a wide customer base
- Solicitation, capture, and alignment of presenters for the nearly 400 topics (targeting about 200 topics from customers and 200 topics from Siemens PLM)
- Aligning the conference education goals with associated professional paid keynote speakers
- With input from Siemens, organize industry keynote speakers

- Identify and implement speaker training opportunities to enhance content delivery from a customer and Siemens PLM perspective

### ***Conference Content Program***

- Work cooperatively with the Operations Systems Manager and Marketing to publish the conference program schedule to the mobile application (and some printed) while aligning the sessions to adequately sized rooms (i.e. Customer, Partner and Siemens breakouts, keynotes, paid keynotes, training, knowledge theatre, roundtables)
- Record number of attendees at each session
- Provide emcee with content during the event
- Provide survey questions for attendees to evaluate each session
- Capture speaker content for use in content marketing throughout the year.

### ***Post Conference Wrap-up***

- Work cooperatively with the Operations Systems Manager to ensure presentation content is accessible on-line for all attendees
- Provide information and recommendations relating to the content and delivery that was associated with the conference
- Ensure that challenges and successes are documented and lessons learned are incorporated into the subsequent event

### ***Organizational Leadership***

- Lead committee meetings on a regular basis by preparing agendas, noting and following-up on actions and ensuring the necessary materials are available

### ***Financial Engagement***

- Prepare, manage and control the budget of the agenda committee with the associated conference activities, including the number of attendees with reduced or compensated registration fees (typically associated with speakers)

### ***Board and Volunteer Engagement***

- Direct report to the Executive Director. Work cooperative with the Board of Directors Technical Director and agenda committee.
- Communicate with the agenda committee on a regular basis (typically a bimonthly conference call) to coordinate technical content efforts.
- Ensure sufficient engagement with the Board of Directors at each face to face meeting. Provide a strategic content approach by proactively offering new ideas for agenda content growth, agenda content delivery and audience expansion to the agenda committee
- Solicit new speaking volunteers from SIEMENS PLM customer base

## **Event Content Strategist Profile**

Ideal candidates for this position will drive change into the current agenda for the annual conference and consistently provide an outstanding and engaging agenda at the conference that will drive customers to attend the event annually.

### ***Qualifications***

The Content Coordinator is committed to PLM World's mission and vision, and should have proven experience & results. Concrete, demonstrable capabilities and other qualification requirements include:

### ***Required***

- A change agent, suggesting ideas and driving new ideas into reality
- Embrace a diversity of users and seeking a diversity of speakers at the conference
- Enjoys learning and exploring new techniques for delivering of content
- Strong ability to communicate and express ideas verbally and written
- Demonstrated organizational skills
- Ability to work with, and lead teams
- Willing to travel up to 20%

### ***Preferred***

- Ability to organize large events
- Technical PLM background (manufacturing and/or design)

## **Community Engagement Strategist– PLM World**

### **Position Description**

PLM World is seeking a dynamic, creative individual to further strengthen the membership community through the role of Community Engagement Strategist. The successful candidate will be responsible for engaging and growing the PLM World membership base and for facilitating relationships among members, PLM World partner companies, regional user groups, Strategic Innovation Teams (SIT) and technical working groups through the use of online and social media communications mechanisms, as well as interaction with community members at PLM World events. The Community Engagement Strategist will be responsible for co-authoring and maintaining any necessary documents associated with the role and leading a public relations strategy.

### ***Essential Duties and Responsibilities***

The Community Engagement Strategist will report to the Executive Director and will collaborate closely and support PLM World staff peers and volunteer board members including but not limited to:

Event Coordinator on the annual user group event  
Marketing and Communication Strategist as needed  
Community Director on community strategy and engagement  
Vice Chair / RUG Liaison on RUG strategy and engagement

This position is responsible for developing, executing, and maintaining the relationships within the structure of the PLM World community and has commensurate authority to accomplish the below listed duties and responsibilities within the following areas:

1. RUG Community relationship
2. Member engagement (ex SIEMENS PLM Community)
3. Facilitate community relations with partner companies (with BD)
4. Facilitate PLM World technical, SIT and Working Group organization
5. Public Relations strategy and community outreach

### ***RUG Community Relationship***

- Create and lead a strategic engagement strategy in conjunction with the PLM World Vice Chair.
- Support the PLM World Vice Chair / RUG Liaison as needed with all communications and logistical activities related to the regional user groups.
- Organize all support from PLM World for fall RUG events, including but not limited to updating web pages, agenda development, onsite registration, and marketing.
- Gather all official documentation required from the RUG leaders (bylaws, status reports, financial statements, etc.) and review with Vice Chair on a periodic basis.
- Maintain RUG meeting documentation up to date regarding attendance, sponsorship, and agenda.

### ***Member, Board and Volunteer Engagement***

- Collaborate with PLM World staff to create a year-long Member engagement strategy

- Implement a year-long member engagement strategy including highlighting members in public relations pieces.
- Communicate with PLM World membership regarding information pertinent to the organization.
- Implement a volunteer engagement program.
- Maintain a volunteer database and ongoing volunteer communications.
- Monitor Siemens PLM online community and establish complementary links to PLM World online community.
- Coordinate and support activities for members at PLM World events.
- Maintain member-facing online content for PLM World members.
- Manage and maintain the PLM World membership database, including periodic reports to the PLM World Board of Directors.
- Coordinate with Operations System Manager to develop and track metrics for PLM World member engagement and attendance with PLM World.

### ***Strategic Company Engagement***

- Work cooperatively with the Partner Sales position to engage PLM World top companies throughout the year, ensuring continuous value.
- Work cooperatively with the Partner Sales position to develop and implement activities for top investors at PLM World events.
- Coordinate with Operations System Manager to develop and track metrics for top PLM World companies and their impact on the organization.

### ***Facilitate PLM World technical, SIT and Working Group organization***

- Create and lead a strategic engagement strategy in conjunction with the PLM World Strategic Technical Director.
- Support the Strategic Technical Director, SIT and Working Group leaders as needed with communications and logistical activities.
- Assist in crafting and presenting the PLM World technical organization activities and output to the organization's membership.
- Liaison between technical committee and the Board of Directors
- Publish PLM World member and technical communities' information to the PLM World online platforms

### **Public Relations strategy and community outreach**

- Create and lead a strategic public relations approach to highlight PLM World member and Partner achievements.
- Work cooperatively with marketing to ensure a cohesive marketing and PR plan.

### **Community Engagement Strategist Profile**

The ideal candidate for this position will be a motivated team player, capable of creating and fostering relationships with both internal and external stakeholders. The successful candidate will bring a variety of attributes and experiences, including:

- Excellent written and oral communication skills for articulating the value of PLM World to its community of members, partners, and stakeholders.
- Understanding of public relations best practices.
- Ability to build and cultivate relationships and work collaboratively with internal and external stakeholders.
- Excellent task management and time management skills for supporting and interacting with multiple elements of the PLM World community.
- Internalize the organization's strategic plan and execute their role in it.
- Must be comfortable with national and international travel.
- Must be able to think strategically and critically, synthesize multiple inputs and information, and adapt to changes in strategy and technology.

### ***Qualifications***

The Community Engagement Strategist is committed to PLM World's mission and vision, and should have proven experience. Concrete, demonstrable capabilities and other qualification requirements include:

- Bachelor's degree in Communication, Public Relations, Management or other related field
- 3 years relevant work experience
- Working knowledge of MS Office Suite
- Experience with strategic plan development
- Experience with content management systems and / or customer relationship management systems
- High level of energy, enthusiasm, initiative and responsibility
- Ability to use good judgment and make independent decisions when necessary



## **Operations Systems Manager– PLM World**

### **Position Description**

PLM World is seeking a dynamic, technical individual to develop and manage the computing architecture, strategic and operational information, and intellectual content of the organization through the role of Operations Systems Manager. The successful candidate will be responsible for gathering PLM World community data and maintaining that database appropriately; development of organizational website structure and maintenance; configuration and maintenance of the organization's mobile application structure and content; organizational document management and curation; and data collection and analytics towards organizational metrics. The Operations Systems Manager will work collaboratively with the other PLM World staff members and Board members as needed to perform their duties, and be responsible for co-authoring and maintaining any necessary documents associated with these activities.

### ***Essential Duties and Responsibilities***

Reporting to the Executive Director, the Operations Systems Manager will be responsible for developing, executing, and maintaining the information and content assets of the organization. The position responsibilities will fall into the following areas:

1. Organize and maintain PLM World member database
2. Organizational document management and curation (SharePoint) site development and maintenance
3. Organization website structure and maintenance
4. Organization mobile application structure and maintenance
5. Metrics data collection and analytics reporting
6. PLM Agenda Committee administrative support

### ***Member database structure and maintenance***

- Review and revise PLM World member data categories as needed.
- Populate PLM World member data into categories pertinent to the organization.
- Maintain (review, add, edit, and purge) membership data as needed.
- Generate membership reports as needed to support Membership Director and others as needed.

### ***Organizational document management and curation***

- Establish and configure a document sharing and archival solution (SharePoint).
- Develop document and data storage framework in conjunction with organizational stakeholders.
- Establish user access and data security schema for organizational information.
- Periodically review and update relevant software, hardware, and procedures for organizational information collection and curation.
- Generate usage and access reports as needed to support organizational activities.

### ***Organizational website structure and maintenance***

- Develop and maintain PLM World website layout and functionality.

- Populate PLM world website with content as needed, and facilitate access for others team members to populate content as well.
- Implement an appropriate security model for PLM World website and online content.
- Work with appropriate PLM World staff and Directors to support website usage in regard to events, event agendas, partner advertising, and member communications.

#### ***Organizational mobile application structure and maintenance***

- Develop PLM World mobile application layout and functionality based on existing templates.
- Populate PLM world mobile application with content as needed, and facilitate access for others team members to populate content as well.
- Implement an appropriate security model for PLM World mobile application content.
- Work with appropriate PLM World staff and Directors to support mobile application usage in regard to events, event agendas, partner advertising, and member communications.

#### ***Metrics data collection and analytics***

- Develop a data collection schema based on organizational metrics.
- Create templates for organization data gathering as appropriate.
- Establish accompanying dashboard and data analysis for organizational metrics.
- Support PLM World staff and Directors as needed with data analysis for report generation.

#### ***Agenda Committee support***

- Capture presenter abstract submissions.
- Publish presenter information and content to PLM World website.
- Monitor and support online presenter workflow tools.
- Support conference online scheduling tools.

#### **Operations Systems Manager Profile**

The ideal candidate for this position will be a motivated team player, capable of creating and fostering relationships with both internal and external stakeholders. The Operations Systems Manager is committed to PLM World’s mission and vision, and should have proven experience & results. Concrete, demonstrable capabilities and other qualification requirements include:

- Excellent written and oral communication skills for articulating the value of PLM World to its community of members, partners, and stakeholders.
- Ability to build and cultivate relationships and work collaboratively with internal and external stakeholders.
- Excellent task management and time management skills for supporting and interacting with multiple elements of the PLM World community.
- Internalize the organization’s strategic plan and execute their role in it.
- Must be comfortable with national and international travel.
- Must be able to think strategically and critically, synthesize multiple inputs and information, and adapt to changes in strategy and technology.

### **Qualifications**

- Bachelor's degree in Computer Science, Information Technology or other related field
- 3 years' relevant work experience
- Database experience: SQL, Access, Oracle, SharePoint, etc.
- Web programming experience: HTML5, CSS, CMS, JavaScript, PHP, .Net, etc.

## **Partner and Sales Manager**

### **Position Description**

The PLM World Partner and Sales Manager has overall responsibility for selling exhibits and sponsorships for 16+ Regional Meetings and one Annual Meeting. The Partner Sales Manager builds strong relationships between PLM World and companies in the product lifecycle management and related industries and provides opportunities for these companies to maximize their visibility through appropriate PLM World year-round channels. The Partner Sales Manager will work closely with the Event Manager to ensure successful trade shows that meet revenue goals and quality objectives. The Partner Sales Manager will also provide sales and marketing assistance with new sales opportunities that may arise such as Web advertising.

### **Essential Duties and Responsibilities**

The Partner and Sales Manager will report to the Executive Director and will collaborate closely and support PLM World staff peers and volunteer board members including but not limited to:

- Conference and Event Manager on the annual user group event
- Community Engagement Strategist on regional user group events
- Marketing Communications Strategist as needed
- Board Partner Liaison on program design and development

This position is responsible for and has commensurate authority to accomplish the following duties and responsibilities.

- Design an overall sponsorship framework to accomplish budgeted sponsorship revenue expectations.
- Develop an approach strategy for current and prospective sponsors, opening new market opportunities (U.S. and international as appropriate)
- Work with PLM World's Marketing, create a sponsorship marketing kit for use in promoting and supporting sponsorship opportunities.
- Manage sponsorship revenue data for use in internal analysis and external reporting to PLM World Executive Director and PLM World Board of Directors.
- Coordinate sponsorship contract execution and fulfillment, working with departments to ensure obligations are met and communicating results to sponsors.
- Direct and implement renewal sales efforts to existing exhibit, sponsor and advertising customers for the next year's meetings and programs.
- Manage and provide for the timely and accurate management of corporate sales records.
- Prepare weekly reports for the Executive Director on current and pending sales and prospects for exhibits, sponsorships and advertising.
- As needed, provide input and support to collection efforts for exhibit, advertising and sponsorship payments.
- Lead the generation, distribution and management of all exhibitor and sponsorship contracts. Provides for timely processing of these transactions through effective coordination with the Conference and Event Manager.
- Work closely with the Conference and Event Manager to ensure customer satisfaction in all areas of exhibits, advertising, and sponsorship sales for PLM World Conferences.

- Gains in-depth knowledge about the relevant industry through networking, publications and association events.
- When assigned, travel to competitive events to solicit prospective exhibitors and secure contact information for list development.
- Reports monthly to Executive Director on observations and data gleaned through interactions with industry companies noting industry market trends, company changes, contact changes, and other shifts or occurrences. Provides input on marketing and promotional elements related to exhibits, advertising and sponsorships.
- Forward partner news or other items that may be useful in marketing and public relations.

### **Partner and Sales Manager Profile**

Ideal candidates for this position will possess the following knowledge, skills and attributes:

- An energetic self-starter with strong executive presence, results orientation and the ability to work effectively in a complex environment.
- Hands-on experience with the client side, managing relationships with strategic partners. Strong sales and operational skills required.
- Knowledge of marketing principles to drive value and growth for PLM World’s sponsors, connecting PLM World member demographic qualities with the objectives of existing and potential sponsors.
- Proven track record of results in securing and maintaining sponsorship agreements as well as growing revenue.
- Demonstrated success in strategic planning, proposal development and in the identification, solicitation and closing of sponsorship and business deals.
- Excellent analytical, research, communication (internal and external), presentation and interpersonal skills.
- Required proficiency in: Microsoft Word, Spreadsheet applications including Excel.
- Willingness to learn association AMS program
- Proficiency with Contact management software
- Strong interpersonal and customer communications skills.
- Excellent business writing skills and experience.
- Proven track record in negotiation skills, specifically as it relates to working within established product prices.
- Skilled in following up with customers, being forceful in a professional manner and persistent to be able to close sales to maximize customer decision-making.
- Ability to meet deadlines.
- Ability to travel a minimum 4-6 times per year for face-to-face board meetings including being onsite for 7-10 days for the organization’s annual event.
- Attends industry related trade shows, schedules meetings with corporate contacts, and makes sales presentations to sponsors and prospective sponsors.

### **Qualifications**

The Partner and Sales Manager is committed to PLM World’s mission and vision, and should have proven experience & results. Concrete, demonstrable capabilities and other qualification requirements include:

**Required:**

- Bachelor's degree in business, marketing or related field.
- 3 or more years of experience in sponsorship sales, or advertising.

**Preferred:**

- PLM knowledge
- Exhibit sales or marketing experience.
- Association or industry experience.

**Appendix J – PLM World Travel Request Form**

Please submit this form, prior to purchasing flights or registration, to the finance committee (2018 Committee members Mark Halbish, John Manderfield and Wendy Holliday).

You will be notified of the decision as soon as possible.

Travelers' Name: \_\_\_\_\_

Dates of Trip: \_\_\_\_\_

Total Number of Days: \_\_\_\_\_

Event Name: \_\_\_\_\_

Justification for Trip, (explain in detail how this will benefit PLM WORLD):

**Trip Budget:**

Registration/Fee: \$ \_\_\_\_\_

Lodging: \$ \_\_\_\_\_

Airfare (attach airline estimate): \$ \_\_\_\_\_

Ground transportation, Parking, etc.: \$ \_\_\_\_\_

Meals: \$ \_\_\_\_\_

Misc : \$ \_\_\_\_\_

Total cost to PLM World \$ \_\_\_\_\_

\_\_\_\_\_  
Executive Director

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Director of Finance

\_\_\_\_\_  
Vice-Chair (alternate if traveler is one of the above three)