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## Key Document Vault

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# Affiliate Handbook



# A Professional Photographers of America Key Document

## PPA Affiliate Handbook

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# PPA and You! Benefits for PPA Affiliates

## EDUCATION

PPA is dedicated to helping you attract members to your educational opportunities, as well as assist the leaders of your organization. We offer:

- Affiliate leadership training
- Affiliate leaders meeting at Imaging USA
- PPA merit allotment—help your members earn their PPA professional degree
- Sponsor PPA approved continuing education classes—available only to affiliates
- PPA Affiliate School designation

## ADVERTISING

Word of mouth advertising is priceless, but if you have the opportunity to get it in print or online... why not? Below are advertising outlets offered through PPA.

- Affiliate contact listed in the directory on PPA.com
- PPA.com online events calendar (for conventions, image competitions and approved continuing education merited courses)
- Mail/email lists to reach out to PPA members in your surrounding area (available through a third party list management service for a nominal fee)

## NETWORKING & RECRUITING

We are always working to share new ideas of how to attract people to PPA and Affiliates.

Don't forget that as an affiliate perk, **PPA will donate one PPA membership and an Imaging USA all-access pass** to give away during your annual meeting. Simply email [affiliates@ppa.com](mailto:affiliates@ppa.com) with your request and details.

- **PPA affiliate recruitment program:** When your organization recruits members to PPA, we reward you! Receive \$25 (Aspiring) or \$50 (Professional Active) for each recruited member.
- **New member mailing affiliate piece:** When someone becomes a PPA member they receive a letter telling them more about PPA Affiliates and the benefits of becoming involved at the local and state level.
- **New member list:** Every quarter you will find a list of new PPA members on PPA.com, so you can contact them to provide more information about your organization. Affiliates are a very important part of Professional Photographers of America. PPA offers numerous benefits that will help your association achieve success. They are broken down into the categories below.
- **theLoop Affiliate Leaders Community:** This community allows the leaders of PPA Affiliate organizations to share their best practices with other leaders.
- **theLoop state communities:** Post information in your state community about all upcoming events or membership drives. All PPA members who reside in your state and are active on theLoop will receive notification that you have posted something.

## AWARDS & RECOGNITION

Photographic competition is a great way for professionals to gain recognition. PPA has designed awards for affiliates to give out to their members.

- **The National Award:** This award is available to state, regional, and national affiliates to honor an individual for outstanding services to professional photography.
- **CPP Award:** Can be used to enhance your affiliate state or district photographic competition. The CPP Award recognizes the highest scoring Certified Professional Photographer (CPP) print, album or electronic submission.

## RESOURCES & FORMS

There are additional resources that you might find useful. Links to all these items can be found on [PPA.com/Affiliate\\_Resources](http://PPA.com/Affiliate_Resources).

- **Tips and Clips** – PPA will provide content for you to use in your newsletters to members. Tips and Clips are emailed monthly to affiliate editors.
- **Merit Forms** – Use these forms to submit your merit requests at least two weeks in advance of your event to ensure they arrive on time.
- **Affiliate Leaders Presentation** – During these online presentations, you can learn more about leadership, financial responsibilities and volunteerism.
- **National Award form, speech and press release** – Submit your request for the National Award online, and use the scripted presentation to honor your recipient.
- **Speakers Selling from the Platform Policy** – All speakers by PPA or its affiliates must follow this policy, except as otherwise contracted for with event organizers.
- **PPA Antitrust Compliance Policy and Guidelines** – The purpose of antitrust laws is to preserve fair and honest competition. It is the long-standing and undeviating policy of PPA to comply in all respects with the letter and spirit of all antitrust laws.
- **Ethics Complaint Procedures** – It is PPA's policy to support and uphold the highest professional imaging and ethical standards. This policy extends to each member and encompasses that member's dealings with the association, its members, and competitions.
- **Certified Professional Photographer (CPP) program** – PPA encourages you to offer the CPP exam (with the assistance of a local CPP liaison) to your members.

# Applying for PPA Affiliate Status

## Procedures and Requirements

The following procedures and requirements detail the application process for local, state, regional and national affiliate status with PPA. All decisions of PPA are final, and the granting, renewal or removal of affiliate status with PPA is solely within the judgment of the PPA board of directors. Requirements for renewal of affiliate status can be changed at any time by the PPA board of directors.

Organizations applying for or renewing their affiliate status recognize that the extent of this agreement is outlined in the information below, and that affiliate status in no way gives the petitioning organization decision-making authority or rights of any kind over PPA, nor over any of its subsidiary organizations. Both PPA and the petitioning organization recognize and acknowledge that each is an autonomous organization.

By petitioning for affiliation, your organization agrees to uphold the PPA Principles of Affiliation. It is understood that this agreement must be renewed each year and that your organization must provide, sign and forward to PPA a new copy of the affiliate agreement annually. Failure to provide a signed and dated affiliate agreement annually will result in loss of affiliate status.

### PPA Affiliate Requirements

- Affiliate president must be a PPA member in good standing.
- Affiliate must have a minimum of three (3) elected officers.
- Affiliate must designate an official contact responsible for all PPA correspondence, including invoices.
- Affiliate must place [affiliates@ppa.com](mailto:affiliates@ppa.com) on the electronic mailing list for the association.
- Affiliate must provide PPA with a current membership roster and meet the following membership requirements each year:
  - **Local Affiliate** - an organization that serves members in a limited geographic area. Must have a minimum of 10 active PPA members.
  - **State Affiliate** - an organization that serves members in a single state or Canadian province.
    - State affiliates with 100 or more members must have a minimum of 30 active PPA members.
    - State affiliates with less than 100 members must have a minimum of 20 active PPA members.
  - **Regional Affiliate** - an organization that consists of more than one state affiliate, as approved by the PPA board of directors. A state affiliate may belong to only one regional affiliate. Must have a minimum of 30 active PPA members.
  - **National Affiliate** - an organization that serves members across America. Must have a minimum of 30 active PPA members.

NOTE: Regional affiliates composed of states and/or Canadian provinces are not required to send membership rosters.

### Required Documentation/Fees for Application

The following documentation/fees are required to begin the application process and should be provided to PPA in a single package:

- A signed copy of the [PPA Principles of Affiliation](#) agreement.
- A completed PPA Affiliate Application Form, found at the end of this handbook.
  - Local affiliate applicants should list the other PPA affiliates in your state. The geographic location of the applicant and its potential impact upon nearby PPA affiliates will be carefully considered.
  - No affiliate status shall be issued within the territorial jurisdiction of an existing affiliate unless—in the opinion of the board of directors and after consultation with existing affiliate(s)—a compelling reason for the formation of a new affiliate is found.
- A non-refundable affiliate application processing fee of \$150 (applied toward the annual fee if application is approved).
- Affiliate Membership Roster: The complete association membership roster must be in an Excel Spreadsheet (.xls format) with the following column headings: First Name, Last Name, PPA ID, Address 1, Address 2, City, State, Zip Code, Phone, and E-mail. Any other format will not be accepted. You may download a sample Affiliate membership roster on [PPA.com/Affiliates](http://PPA.com/Affiliates) (About PPA Affiliates & Charities > PPA Affiliates). Please note that PPA ID numbers are required. This is how merit allocation is determined.
- A current copy of the association's bylaws.
- The association's Federal ID number/EIN and documentation (IRS letter of determination) that the association has IRS 501(c)(3) or 501(c)(6) status. The affiliate must agree to follow federal laws and guidelines regarding the reporting of financial information to the affiliate's membership.
- A current copy of the Articles of Incorporation from the state in which it is incorporated.

- Evidence of successful association operation for a minimum of 12 months, including examples of newsletters, meeting announcements, events and other member service activities.
- A current association membership application. The application should include ALL membership categories of paid membership, category descriptions and dues for each category.

#### **Process**

- Once the application package is complete, send to:

Professional Photographers of America  
Attn: Affiliates  
229 Peachtree Street NE  
Suite 2200  
Atlanta, GA 30303

- Upon receipt of the full, completed application package, PPA will send the affiliate contact an acknowledgement of receipt.
- If the application is not complete, the association contact is notified of the missing documentation. The application will not be considered until the package is complete.
- Once complete, PPA will notify the surrounding affiliates of the application, with a 30-day comment period.
- After the comment period, the application is then presented to the PPA board of directors for consideration at its next scheduled board meeting.
- The affiliate contact will be notified about the application status within two weeks of the board meeting.

If you have any questions regarding the policies and procedures for PPA Affiliate applications, please contact the PPA Member Value & Experience department by calling 800-339-5451 and requesting to speak with any member of the department, or by e-mailing [affiliates@ppa.com](mailto:affiliates@ppa.com).

#### **PPA Recommendations to Affiliates**

- PPA recommends that affiliates operate on a January-December calendar year basis. Leadership training is at the heart of every successful organization. Therefore, for the successful, efficient and effective operation of each affiliate, PPA recommends that key representatives of each affiliate attend PPA's Affiliate Leadership Training on a regular basis—every other year at a minimum. This instruction is offered as a webinar (at no cost), as an in-person seminar at Imaging USA.

## Renewing PPA Affiliate Status Procedures and Requirements

The following procedures and requirements detail the renewal process for local, state, regional and national affiliate status with PPA. All decisions of PPA are final, and the granting, renewal or removal of affiliate status with PPA is solely within the judgment of the PPA board of directors. Requirements for renewal of affiliate status can be changed at any time by the PPA board of directors.

Organizations applying for or renewing their affiliate status recognize that the extent of this agreement is outlined in the information below, and that affiliate status in no way gives the petitioning organization decision-making authority or rights of any kind over PPA, nor over any of its subsidiary organizations. Both PPA and the petitioning organization recognize and acknowledge that each is an autonomous organization.

By petitioning for renewal, your organization agrees to uphold the PPA Principles of Affiliation. It is understood that this agreement must be renewed with PPA each year and that your organization must provide, sign and forward to PPA a new copy of the affiliate agreement annually. Failure to provide a signed and dated affiliate agreement annually will result in loss of affiliate status.

### PPA Affiliate Requirements

- Affiliate president must be a PPA member in good standing.
- Affiliate must have a minimum of three (3) elected officers.
- Affiliate must designate an official contact responsible for all PPA correspondence, including invoices.
- Affiliate must place [affiliates@ppa.com](mailto:affiliates@ppa.com) on the electronic mailing list for the association.
- Affiliate must provide PPA with a current membership roster and meet the following membership requirements each year:
  - **Local Affiliate** - an organization that serves members in a limited geographic area. Must have a minimum of 10 active PPA members.
  - **State Affiliate** - an organization that serves members in a single state or Canadian province.
    - State affiliates with 100 or more members must have a minimum of 30 active PPA members.
    - State affiliates with less than 100 members must have a minimum of 20 active PPA members.
  - **Regional Affiliate** - an organization that consists of more than one state affiliate, as approved by the PPA board of directors. A state affiliate may belong to only one regional affiliate. Must have a minimum of 30 active PPA members.
  - **National Affiliate** - an organization that serves members across America. Must have a minimum of 30 active PPA members.

NOTE: Regional affiliates composed of states and/or Canadian provinces are not required to send membership rosters.

### Required Documentation/Fees for Renewal

The following documentation/fees are required each year:

- A signed copy of the [PPA Principles of Affiliation](#) agreement for the renewal period.
- Annual affiliate dues of \$300.
- A completed [PPA Affiliate Renewal Form](#), found at the end of this handbook.
- A copy of the association's most recent financial report, 990 tax return or a copy of the published and dated notification to members that the association's financial information is available upon request.
- If your organization bylaws or membership application (or category descriptions) have been updated during the previous year, please send an updated copy with your renewal application.
- Affiliate Membership Roster: The complete association membership roster must be in an Excel Spreadsheet (.xls format) with the following column headings: First Name, Last Name, PPA ID, Address 1, Address 2, City, State, Zip Code, Phone, and E-mail. Any other format will not be accepted. You may download a sample Affiliate membership roster on [PPA.com/Affiliates](http://PPA.com/Affiliates) (About PPA Affiliates & Charities > PPA Affiliates). Please note that PPA ID numbers are required. This is how Merit allocation is determined. Email your roster to [affiliates@ppa.com](mailto:affiliates@ppa.com) or upload on the [PPA.com website](#).

NOTE: Regional affiliates composed of states and/or Canadian provinces are not required to send membership rosters.

### Process

**Affiliation renewals are due December 31 of each year. Associations that do not provide all information and fees needed for renewal by the deadline date will lose their PPA Affiliate status.**

Each PPA Affiliate is sent a first notification of renewal in October, with a final reminder being sent in December of each year.

- These notifications are sent to the official contact.
- PPA is not responsible for erroneous or outdated affiliate contact information.
- Should an affiliate not submit its renewal prior to the deadline, a notification will be sent in January. A copy of this final notice will be sent to the affiliate president and the main affiliate contact.

Former affiliates that have lost their status and did not renew within the calendar year must pay the annual renewal fee of \$300 and the affiliate application fee of \$150 and be re-approved as an affiliate by the PPA board of directors.

If an affiliate's roster does not meet the minimum number of PPA members for the affiliate type, the affiliate shall have 30 days from notification to report additional PPA members (late fee may apply). If the affiliate does not reach a sufficient count at the end of the 30-day period, it will lose its affiliate status.

If you have any questions regarding the policies and procedures for PPA Affiliate renewals, please contact the PPA Member Value & Experience department by calling 800-339-5451 and request to speak with any member of the department, or send an e-mail to [affiliates@ppa.com](mailto:affiliates@ppa.com).

#### **PPA Recommendations to Affiliates**

- PPA recommends that affiliates operate on a January-December calendar year basis.
- Leadership training is at the heart of every successful organization. Therefore, for the successful, efficient and effective operation of each affiliate, PPA recommends that key representatives of each affiliate attend PPA's Affiliate Leadership Training on a regular basis—every other year at a minimum. This instruction is offered as a webinar (at no cost), as an in-person seminar at Imaging USA and at the annual Affiliate Leaders Meetings (as requested).



## PPA Principles of Affiliation

Professional Photographers of America (PPA) and organizations affiliated with PPA agree and resolve to work cooperatively to further the interest of our common members and otherwise act together to advance professional image making. We jointly recognize and acknowledge that we are autonomous organizations that bring individual perspectives and viewpoints to the challenge of serving our members. Despite our unique strengths, we jointly understand that in some instances, we work best to benefit our members when we work together. These Principles of Affiliation are a declaration of our mutual responsibilities to each other:

1. Promote mutually beneficial programs.
  - PPA will promote the value of participation in affiliate organizations to PPA members.
  - PPA will share new member information with affiliates.
  - Affiliates will promote membership in PPA to their members.
  - Affiliates will share new member information with PPA.
  - Both parties agree to work together when beneficial to develop and promote educational and professional growth for their members.
  - Both parties will search for other innovative methods to work together.
2. Communicate and share information in a spirit of honesty, openness and integrity. Regularly exchange publications so that PPA and affiliates are informed of the others' activities.
3. Enhance and further develop a spirit of cooperation and goodwill between PPA and PPA Affiliate organizations.

To support the above principles, PPA will do the following:

- Make PPA merits available for affiliate use, according to the PPA merit charts.
- Host workshops and forums for the sharing of ideas and the development of affiliate leadership and management skills.
- Maintain a nationwide standard for image judging and an approved jurors list.
- Share the results of member information and needs surveys.
- List affiliates and major affiliate events in PPA publications.

To support the above principles, the affiliate will do the following:

- Conduct its affairs in accordance with its bylaws.
- Abide by the PPA membership [Code of Ethics](#).
- Not have any membership requirements that are discriminatory or in violation of federal antitrust law.
- Adhere to federal laws against price sharing.
- Comply with renewal requirements as set by the PPA board of directors.
- Follow all PPA merit rules.
- Identify and support a PPA membership contact position within the affiliate.
- Identify itself to members and the public as a PPA Affiliate.
- Communicate and distribute PPA information to affiliate members.
- Promote and encourage the use of PPA events, programs and materials.
- The Affiliate president must maintain a PPA membership during the entire year of his/her presidency.

We have resolved to support the PPA Principles of Affiliation, and this has been recorded in our official association minutes of the following date: \_\_\_\_\_

Affiliate Name: \_\_\_\_\_

President's Signature: \_\_\_\_\_

## 501(c)(3) versus 501(c)(6)

One of the required documents for PPA affiliation is an item that shows your 501(c)(3) or 501(c)(6) tax status. Both are granted by the IRS, and both are not-for-profit statuses. A 501(c)(3) or non-profit organization is usually a charity that has designated itself as an organization that is obligated to serve the public good. A 501(c)(6) organization is usually an association that serves an industry rather than the public.

### How Do You Choose?

Here are some things to keep in mind when deciding which federal status your organization should apply for.

#### 501(c)(3) organizations:

- must serve public purposes
- donations by donors are tax-deductible if they are used for approved purposes
- are usually exempt from paying corporate income taxes on related income
- are prohibited from publicly supporting any particular political candidates
- are governed by a board of directors/trustees selected from the community or by the membership

#### 501(c)(6) organizations:

- operate for the benefit of their members
- receive the majority of their funding from dues-paying members
- are not eligible to receive tax-deductible gifts
- are subject to most taxes paid by businesses
- political activity is permitted under specific guidelines
- are governed by a board of directors elected from and by the membership

### Exempt Purposes

Is your organization formed with an exempt purpose? That may well help you decide which tax status to pursue. The IRS.gov website defines exempt purposes as follows:

#### **Exempt Purposes – Internal Revenue Code Section 501(c)(3):**

*The exempt purposes set forth in section 501(c)(3) are charitable, religious, educational, scientific, literary, testing for public safety, fostering national or international amateur sports competition, and preventing cruelty to children or animals. The term charitable is used in its generally accepted legal sense and includes relief of the poor, the distressed, or the underprivileged; advancement of religion; advancement of education or science; erecting or maintaining public buildings, monuments, or works; lessening the burdens of government; lessening neighborhood tensions; eliminating prejudice and discrimination; defending human and civil rights secured by law; and combating community deterioration and juvenile delinquency.* [www.irs.gov](http://www.irs.gov)

#### **Exempt Purposes – Internal Revenue Code Section 501(c)(6):**

*Trade associations that meet the requirements of Internal Revenue Code section 501(c)(6) are exempt from federal income tax as business leagues. The same provision extends exemption to chambers of commerce, real estate boards, boards of trade, and professional football leagues.*

*A business league is an association of persons having some [common business interest](#), the purpose of which is to promote such common interest and not to engage in a regular business of a kind ordinarily carried on for profit.*

*To be exempt as a business league, an organization's activities must be devoted to [improving business conditions](#) of one or more [lines of business](#) (as distinguished from [performing particular services](#) for individual persons). It must be shown that the conditions of a particular trade or the interests of the community will be advanced. Merely indicating the name of the organization or the object of the local statute under which it is created is not enough to demonstrate the required general purpose.*

*No part of a business league's net earnings may [inure](#) to the benefit of any private shareholder or individual and it may not be organized for profit to engage in an [activity ordinarily carried on for profit](#) (even if the business is operated on a cooperative basis or produces only enough income to be self-sustaining).*

To be exempt, a section 501(c)(6) organization must receive meaningful [membership support](#).

Trade associations and professional associations are business leagues. Chambers of commerce and boards of trades are of the same class as business leagues, but rather than promoting one or more lines of business, their efforts are directed to promoting the common economic interests of all commercial enterprises in a given trade community. The requirements for exemption of these organizations are substantially the same as for business leagues. [www.irs.gov](http://www.irs.gov)

## Filing Taxes

In general, exempt organizations are required to file [annual returns](#), although [exceptions](#) apply. If an organization does not file a required return or files [late](#), [penalties](#) may be assessed. In addition, if an organization does not file as required for three consecutive years, the law provides that it [automatically loses its tax-exempt status](#).

<b>Status</b>	<b>Form to File</b>	<b>Instructions</b>
Gross receipts normally ≤ \$50,000 <b>Note:</b> Organizations <a href="#">eligible</a> to file the <i>e-Postcard</i> <a href="#">may choose to file a full return</a>	<a href="#">990-N</a>	n/a
Gross receipts < \$200,000, and Total assets < \$500,000	<a href="#">990-EZ</a> or <a href="#">990</a>	<a href="#">Instructions</a>
Gross receipts ≥ \$200,000, or Total assets ≥ \$500,000	<a href="#">990</a>	<a href="#">Instructions</a>
Private foundation - regardless of financial status	<a href="#">990-PF</a>	<a href="#">Instructions</a>

The above information was pulled from IRS.gov.

## Affiliate Roster

In order to maintain the requirements of affiliation, a complete membership roster must be submitted every year at renewal. Dual membership (members of the affiliate and Professional Photographers of America) is the determining factor in merit allocation.

The complete membership roster must be in an Excel Spreadsheet (.xls format) with the following column headings: First Name, Last Name, PPA ID, Address 1, Address 2, City, State, Zip Code, Phone, and E-mail. Any other format will not be accepted. You may download a sample Affiliate membership roster on [PPA.com/Affiliates](http://PPA.com/Affiliates) (About PPA Affiliates & Charities > PPA Affiliates).

### Requirements:

- **Local Affiliate** - an organization that serves members in a limited geographic area. Must have a minimum of 10 active PPA members.
- **State Affiliate** - an organization that serves members in a single state or Canadian province.
  - State affiliates with 100 or more members must have a minimum of 30 active PPA members.
  - State affiliates with less than 100 members must have a minimum of 20 active PPA members.
- **Regional Affiliate** - an organization that consists of more than one state affiliate, as approved by the PPA board of directors. A state affiliate may belong to only one regional affiliate. Must have a minimum of 30 active PPA members.
- **National Affiliate** - an organization that serves members across America. Must have a minimum of 30 active PPA members.

Please note that PPA ID numbers are required. This is how merit allocation is determined. If PPA ID numbers are not listed, the number of merits you receive will default to the minimum number of merits. (See Section on PPA Merit Allocation.) The more eligible PPA members you have, the more merits you may receive; up to a maximum of 40 merits. If your affiliate does not meet these requirements, merits will not be awarded.

## **PPA Affiliate Contact**

In order to maintain consistency, each affiliate must have a primary contact. The affiliate contact serves as the point person for communication between PPA and the affiliate, including the following:

- Be listed on the affiliate's PPA record
- Be listed in the affiliate directory on PPA.com
- Receive all PPA e-mails and mailings
- Receive all affiliate renewal notifications and invoices

### **Contact Responsibilities**

- Ensure annual renewal fee and documents are submitted to PPA on time.
- Submit annual membership roster (with PPA ID numbers) in an Excel spreadsheet for merit allocation at renewal time.
- Update PPA with changes to affiliate information, such as new board members, updated bylaws, name changes, etc.
- Submit annual convention information for the calendar on PPA.com.
- Respond to PPA correspondence when needed.
- Submit National Award application for any affiliate designee 60 days prior to award presentation.
- Submit Certified Professional Photographer Award application to be given to the Certified Professional Photographer within the affiliate with the highest score in the affiliate's annual photographic competition.

## PPA Merit Allocation

If you look at the definition of the word merit—“something that deserves or justifies recognition”—you’ll realize that the PPA Merit and Degree program does just that. Merits can be earned through a number of channels: competition, leadership and service. PPA members who earn merits are demonstrating their desire to reach new heights in the industry, and at the end of that journey they are awarded a PPA professional degree.

Each year PPA provides an allotment of merits to affiliates to reward PPA members who have served in various capacities for their organization. The number of merits each affiliate receives is determined by the number of PPA members listed with PPA ID numbers on the annual roster submission. If no roster is received or PPA ID numbers are missing, merits cannot be issued.

Once an affiliate has submitted all the necessary paperwork to maintain their affiliation, they are eligible to receive an allotment of merits. All affiliates are notified of their merit allotment the first week after Imaging USA as changes may be made to the merit chart during the annual Council meeting.

### Merit Allocation Guidelines

- **National and Regional Affiliates - Unlimited Merits**
  - Must maintain a minimum of 30 PPA members
- **State Affiliates - Max of 40 merits (does not include Unlimited Annual Meeting merits)**
  - State with a total membership of 100 or more affiliate members must have at least 30 PPA members.
  - State affiliates with a total membership of less than 100 must have at least 20 PPA members.
  - The allotment base for state affiliates is 20 merits. For every five PPA members over the base of 20, one additional merit is given.
  - The Annual Meeting and President merits are NOT taken from the affiliate's allotment.
- **Local Affiliates - Max of 40 merits (plus seven annual Judging merits)**
  - Must maintain a minimum of 10 PPA members.
  - The allotment base for local affiliates is 15 merits. For every five PPA members over the base of 15, one additional merit is given.
  - President merits and the 7 annual Judging merits are NOT taken from the affiliate's allotment.
- **Reminders**
  - There is a maximum of four merits per person, per annual meeting for non-state members.
  - There is a maximum of two merits per person, per year to a member of the state issuing merits.
  - Local affiliate members may receive ONE speaking merit per year for speaking within their own affiliate.

### Requesting Merits

To ensure on-time arrival for your presentation, merit requests must be submitted two weeks in advance by filing out the appropriate merit form on PPA.com. Merits requested after an event will be mailed to the requestor only.

- [Download](#) merit forms at PPA.com>About PPA>Affiliate Resources
- Once the form is complete, attach it to an e-mail and send to [merits@ppa.com](mailto:merits@ppa.com).
- Using the merit form will help ensure the request is fulfilled without error and on time.

*Remember: PPA cannot guarantee on-time delivery for merits that are not requested at least two weeks in advance.*

Merits must be requested for their current calendar year. PPA will not fulfill merit requests from previous years. On the other hand, affiliates may request merits for the upcoming year if they have completed the renewal process for the next year. (Merits cannot be requested in advance if all requirements have not been met.)

Please remember that many individuals you are requesting merits for are working towards or are very close to earning a PPA professional degree. They may just be waiting on an affiliate’s merit, and timing can be crucial.

October 31 is the deadline for earning merits towards a degree to be conferred at the upcoming Imaging USA event in January. If you have individuals who have been promised merits from your affiliate for services performed before October 31, please turn in

those merit requests before that date to help eliminate confusion. Merits for members speaking or judging during events held after October 31 can be ordered early, but they will not apply to the member's merit count to be considered eligible for a PPA degree at that time. Such an event would have to be held prior to October 31 for the merit earned to count towards PPA degree eligibility that year.

**PPA's Role in Merit Allocation**

It is up to the affiliate to award merits to PPA members and determine the number of merits being awarded to each PPA member (within the allotment limit). PPA is the central location and acts as a clearinghouse for merit processing. It is up to each individual affiliate to assign and distribute merits.

## Merit Certificate Presentation Speech

This speech may be used when making a formal presentation of merits at an affiliate event. This is a great way to promote PPA and help your Affiliate Recruitment Program be a success. It also helps recognize those individuals who are receiving merit and what they have done to earn the merits.

Who should present this information? The Affiliate President, PPA President, a PPA Board Member or a PPA Councilor may confer the merit certificates with the following speech:

*In 1937, Professional Photographers of America created the Merit and Degree program to recognize photographers for their achievements in the industry. The program helps define industry standards and encourages photographers to continue growing and developing their skills and knowledge.*

*Merits are awarded to individuals who are active in the PPA photographic community, whether it is through speaking, competing, instructing or volunteering. These merits culminate in the earning of one of PPA's professional degrees.*

*As a PPA Affiliate, we are able to award merits to those who provide exceptional service to our organization.*

*In recognition of your support and dedication it is with great pleasure that I present (Name) a merit from (Affiliate Name).*



# Affiliate Recruitment Program

Looking for additional revenue for your association? Let PPA help!

Look no further than your own members who have not become PPA members yet. When you promote PPA's benefits to non-PPA members and they join as a new member through your affiliate association, *your* association receives a commission!

## How Does It Work?

1. Promote PPA membership at your meetings and conventions. Help spread awareness about all the additional benefits your members can receive if they also become PPA members.
2. Give members your affiliate's pre-coded PPA application (codes are used for tracking purposes), and encourage them to join using this application. Pre-coded applications can be requested by email, [affiliates@ppa.com](mailto:affiliates@ppa.com)
3. Let your members know that when they join as a new PPA member with the pre-coded application, they are helping their affiliate association!
4. Send the application to PPA. You can have the new PPA member give you the application to send in, or they can send it themselves.
5. For every new PPA member you recruit, PPA will pay your affiliate a commission based on the type of membership:
  - \$50 for Professional Active members
  - \$25 for Aspiring or Additional Associate members
6. PPA will track and send each affiliate the commission at the end of each calendar year. The program resets on January 1 of each year, so be sure to have those applications in by the end of December.

## How can PPA help?

PPA can supply you with promotional materials and coded applications to help you promote PPA to your members. We want to help you build stronger relationships with your members and by introducing them to PPA, you're helping them find more resources and become more deeply connected with your association, too. You can request PPA materials at [ppa.com/request](http://ppa.com/request).

## Please Note the Following:

- This recruiting opportunity **cannot be combined** with any other PPA membership promotional program. The affiliate commission replaces any "join now and get a discount" offers from PPA.
- "New PPA members" are defined as individuals who are not currently PPA members and have not been PPA members within the past two years.

## PPA Continuing Education Merited Class/Seminar

Offering a PPA Continuing Education Merited Class/Seminar is a great way to bring PPA members (and potential affiliate members) to your affiliate while offering unique opportunities in education.

PPA Affiliates must fill out the online form to have approval from PPA to offer merits for a PPA Continuing Education Merited Class/Seminar. **An affiliate that does not fill out this form and requests merits for PPA members will not receive merits.**

The online form is found on PPA.com under Affiliate Resources, or you may use the following link: [Request to offer a merited PPA Continuing Education Course](#).

The merit request form can also be found on PPA.com under Affilaite Resources, or you may use the following link: [PPA Continuing Educatin Merit Request Form](#)

Please be aware of the following:

1. **Continuing Education programs are only offered through an Approved PPA Affiliate and shall not be available to Affiliate Schools.**
2. **Submission of this form and, if applicable, documentation, must be made at least 30 days in advance. Any request made under 30 days will not be reviewed.**
3. The course must provide at least 6 1/2 hours of educational instruction.
4. PPA members can only receive one merit for attending the course. (No additional merits for multiple attendance of the same course.)
5. Once approved, the course must be advertised as a PPA Continuing Education System class (with the logo displayed on all printed and electronic marketing materials).
6. All registration and other logistics of the Continuing Education Program must be performed by the host affiliate.
7. The course tuition and fees must be the same or less for PPA members. No additional fees may be charged to PPA members to cover the merit processing fee.
8. The instructor will receive two speaking merits through the affiliate hosting the merited program.
9. Approval will not be given to those courses that compete against Imaging USA, PPA events, or Affiliate schools.
10. A full roster must be provided to PPA within 14 days after the course, including the name, address, and PPA Member IDs (if applicable). A check or credit card payment of \$10 for each PPA member must accompany the roster.
11. PPA reserves the right to withdraw approval for any reason, solely at the discretion of PPA.
12. PPA will not issue merits retroactively for classes that were not sent for approval.
13. Blanket approvals for PPA Continuing Education courses will not be given. You must submit a request for each class.

## **Certification Exam (CPP)**

Offering the Certified Professional Photographer (CPP) Exam helps bring members to your affiliate while also helping promote excellence and high standards within the professional imaging industry.

If your affiliate is interested in offering a CPP exam at an event, contact the Certification Liaison in your state. The liaison will work with you to arrange a time/date and order exams for proctoring. Please note that the Certification Liaison needs to provide 60 days notice to PPA so that the exam can be published and allow candidates enough time to register.

Visit [ppa.com/cpp](http://ppa.com/cpp) for more information and a list of [Certification Liaisons](#) by state.

## **Certified Professional Photographer Award**

PPA is pleased to offer an award that can be used to enhance your PPA Affiliate's state or regional photographic competition. The award recognizes the highest scoring Certified Professional Photographer (CPP) print, album or electronic submission.

The award itself has the CPP credential mark etched in a glass presentation piece, and it will be provided at no cost to each state or region that requests it. The award can be bestowed upon the award recipient at an awards banquet or meeting.

Your organization may present the award at your discretion.

To order this award, please fill out the online form, found in the "Affiliate Resources" of the About PPA section of PPA.com or via this direct link: [CPP Award Form](#).

## Affiliate Photographic Competitions: Local, State and Regional

The Judges Workshop is available to PPA members who are interested in becoming PPA Approved Jurors. Current PPA Approved Jurors teach the course and review how to judge an image, what judging is based on and what makes a “merit” image. Information about upcoming [Judges Workshops](#) can be found on the International Photographic Competition page under the Competitions tab at PPA.com.

Local affiliates are allotted three judging merits annually to award to jurors at their competition.

### Promoting Competition

In order to increase submissions, it is important that you promote the competition. Members (and non-members, if applicable) need to know the details—dates, location, deadlines, rules and submission requirements. Strongly promote the competition in your affiliate publication and on your affiliate website. You can also help to spread awareness by publishing articles about photographic competition. These articles can cover topics such as how to select images for competition, how to get started on the competition scene and the benefits of competition (including what you can learn from competition and how competition can improve you as a photographer).

### Creating Successful Competitions

Weber recommends the following for a successful photographic competition:

- Adhere to the basic guidelines that have been long established.
- Stay well-organized.
- Find a very dedicated and competent print chairman.
- Recruit a devoted and enthusiastic print crew that enjoys what they are doing.
- Encourage members to enter their images.

To help maintain accuracy, PPANI maintains a series of forms and documents that they utilize for record keeping:

- **Photographic Competition Rules**—A complete summary of all entry rules, including awards for each competition and additional tips for entering images.
- **Entry Form Instructions**—Includes basic instructions to the member on how to complete all the necessary paperwork for entry into the competition.
- **Print Committee Guidelines**—Overview of duties for each participant (including print chair, registrar, print handlers, announcer, scoring machine operator and entry scorer) and equipment requirements.
- **Photographic Competition Layout**—Two versions showing different sizes of table set-ups.
- **Photographic Check-In Table Layout**—The basic layout of where members check in their print cases with required paperwork, which is checked by the registrar before accepting the case and images.
- **Photographic Competition Entry Form**—Includes a complete list of all information that must be completed by an entrant.
- **Maker and Number Form**—Document that includes each case number and the name of the maker.
- **Score Sheets**—Consists of the Entry Log/Score Sheet (where the print committee members record the entry number and title of each print) and the Entry Scorer Sheet (records the score or re-score that is awarded on the Entry Log/Score Sheet).
- **Scoring Machine Log**—Work sheet where the scoring machine operator records the title of the image as it is announced and enters the score or re-score awarded to the image.

### Competition Rules

When writing or modifying the rules and regulations for your affiliate’s competition, take into consideration the following areas:

- **Who Can Enter**—Clarify who can enter the competition. If the competition is restricted to members, specify which types of memberships (full, sustaining, associate, etc.) can enter. Some affiliates allow all membership types to enter, but only full members are eligible for certain awards.
- **Categories**—Decide what categories will be open for competition. Common categories include:
  - Portrait
  - Wedding (photography that relates to brides and weddings)
  - Commercial (includes commercial, industrial, product, architectural, aerial and fashion photography)
  - Unclassified (pictorials)
  - Folio (combination of eight images of the same subject)

- Albums (can include wedding and social event albums)
- **Number of Entries**—Determine how many entries, including individual images and albums, can be submitted by a participant.
- **Photographic Competition Entry Fee**—Decide on the entry fee amount and when it must be submitted. The PPANI entry fee for competitions is their monthly meeting fee. If a PPANI member wishes to submit entries in a competition and does not attend that month's meeting, he or she must include the payment when submitting the entry form. If this payment is not included, the entry will not be accepted into the competition.
- **Eligibility**—Explain any eligibility requirements for entry. For example, PPANI does not allow entries that were made under the supervision of an instructor or as a class assignment.
- **Awards**—Include a breakdown of what awards are provided for each scoring bracket and a description of any special awards that may be given.
- **Lighting Specifications**—Include a description of the lighting set-up for competition judging. This will give participants the opportunity to view their images as they will be judged.

### Timeline for a Successful Competition

90 days out:

- Start planning for your event. Determine where the competition will be held and complete any contracts. Research the logistics as early as possible to aid in the planning of the event.
- Begin reaching out to volunteers and jurors. Regularly update these individuals to be sure that they are aware of their responsibilities and when they will be needed.

60 days out:

- Begin promoting and advertising the competition. Include information in your affiliate newsletter, on your website and at your affiliate meetings.
- Order any necessary materials, such as ribbons or awards.

30 days out:

- Contact local exhibit chairman to ensure that all necessary equipment is available for the judging. This includes:
  - Scoring equipment for each jury.
  - Viewing set up for each jury. (Be sure a digital light meter is available for checking lights. Also, be sure that the area immediately behind and three feet on either side of the viewing area is curtained with neutral gray drape or a similar arrangement.)
  - Microphones for juror comments.
  - Appropriate presentation equipment, such as a DVD/CD player and digital projector for the jurors' briefing.
- Remember that the jurors' briefing DVD/CD, the Seal of Approval labels and jurors' evaluation forms will be sent directly to the PPA Jury Chairman.
- Confirm the date and time of set-up with the event location. You want to be sure that judging rooms will be ready to go and know who to talk to at the location if you need additional resources. Discuss what rooms will be used and how they will be set up, including any seating or presentation areas.

Day of competition:

- Check all scoring machines for accuracy at least every two hours.
- Check the set-up of rooms, including lighting.
- Double-check that all supplies are in their proper location, including score sheets.
- Confirm location of image entries.
- Continue to monitor progress of event and be available for any questions.

Following competition:

- Collect any necessary forms or paperwork from jurors or the Jury Chairman.
- Assure that all images are properly marked and are prepared to be returned.
- Compile and post results.

## PPA District Photographic Competitions

PPA's International Photographic Competition Committee (IPCC) develops reviews and administers the rules and regulations governing the PPA District Competitions, which are hosted by PPA Affiliates.

If a District wishes to hold an affiliated judging, PEC must approve the photographic competition and the District must agree to abide by the IPCC rules and regulations. In order to be granted approval, the District must submit an official application every year PPA District Competitions must use the official PPA entry forms, and the application for an affiliated competition must be submitted one year prior to the judging.

### Seal of Approval Process

If you submit an image to a PPA District Competition and it scores an 80 or higher, it will receive a Seal of Approval. A Seal of Approval will earn the maker a merit if that image is submitted to the following International Photographic Competition.

In order to earn that merit, the photographer must submit that same sealed image as it was entered at the district competition. No alternations or edits may be made. Once that sealed image is submitted to the International Photographic Competition immediately following the district competition, that image will be accepted into the General Collection and the maker will earn one merit (either an exhibition or artist merit, depending on the category the image was entered in).

### Entering District Competitions

You may only earn a seal at your district competition. The [district map](#) depicts the five districts and the areas that they include. You must enter the appropriate district competition based on your location.

**For More Information on PPA District Photographic Competitions** <http://www.ppa.com/competitions/districts.php>

## PPA National Award

The PPA National Award is a special honor in recognition of outstanding services to professional photography performed by an individual. PPA makes this award available to state, regional, national and international affiliates.

### Ordering the PPA National Award

In order to be eligible to give the National Award, the affiliate's annual affiliate fees and renewal information must be up to date. To order a National Award, the [online order form](#) must be completed and payment submitted at least 60 days in advance of the event where the award will be presented.

When ordering the National Award, the recipient's name and the date that the award will be given must be included on the order form. The order will not be approved without this information. "To be determined" in the name or date field will not be accepted.

The cost of the plaque and pin is \$236.00, which includes shipping. The National Award will not be shipped or processed until payment is received. You can pay by credit card or check. If paying by check, please make the check out to Professional Photographers of America and include the e-mail confirmation receipt when mailing to PPA Headquarters. This information is also included in the online order form.

### Presenting the National Award

The choice of the recipient is left entirely up to the affiliates. It may be given to a member or non-member, to someone in or outside the field of photography.

The presentation of the National Award should be made at the affiliate event by the highest-ranking PPA official of the executive committee in attendance, current board member, PPA past president or PPA Councilor.

Only one National Award may be presented per affiliate per year. The award does not need to be given each year if no suitable candidate is nominated. An individual may not receive more than one National Award from the same affiliate during his or her lifetime.

It is the responsibility of the affiliate to have the name of the recipient and the date of presentation engraved on the plaque. PPA is not responsible for engraving.

### Where to Find the National Award List

The National Award list can be found under the "[Other Awards](#)" section of the Competitions tab on PPA.com.

## **National Award Speech**

This speech may be read during the presentation of the National Award:

*Volunteers truly are the lifeblood of PPA and its affiliates. Every association has those extraordinary volunteers whose efforts on behalf of the affiliate and its members deserve special recognition.*

*Seeking a way to thank these individuals, Professional Photographers of America created the National Award in 1958. Each year, PPA makes this prestigious award available to state, regional, national and international affiliates—who then present it to deserving individuals.*

*The highest honor granted by a PPA Affiliate, it recognizes those whose support for photography goes far beyond any regular expectations or contributions. The simple inscription on this plaque reads “for service to professional photography”—but we know that this award means far more than that.*

*We are here to honor one of those special individuals today. PPA is pleased to share with (affiliate) \_\_\_\_\_ in the presentation of the coveted National Award. On behalf of the Professional Photographers of America, I am pleased to extend my gratitude and congratulations to this year’s recipient.*

*Would all those who have received the National Award please come forward to congratulate this year’s recipient?*

*Now, here is (Presenter’s Name) \_\_\_\_\_ to tell us about this year’s National Award recipient.*

If the PPA officer holds the National Award, then he or she can join other National Award recipients while the affiliate presenter finishes the presentation. If not, the PPA officer should step away from the podium, but remain standing.



**National Award Sample Press Release**

Below is a sample press release that affiliates can fill in with their specific information and use to honor the National Award recipient even more. The generic award information is provided, but affiliates can add in details about the award recipient and his or her service if desired:

**LOCAL IMAGE-MAKER RECEIVES NATIONAL AWARD**

*(Affiliate Name) recognizes the outstanding service of {Award Recipient Name}.*

(CITY, DATE)—(Award recipient name)\_\_\_\_\_ was honored with the Professional Photographers of America (PPA) National Award for outstanding service to professional photography. The bronze and walnut plaque was presented by the (affiliate name)\_, a PPA Affiliate association, at their annual convention held (date of event)\_\_\_\_\_.

The National Award is offered by PPA to state, regional, national and international affiliate organizations on a yearly basis, but it is not always awarded every year. First made available in 1958, the award recognizes those persons who generously contribute their time and talents to the service of their profession, their affiliate organization and their fellow photographers. Selections of the award are determined by the recipient’s peers, adding to its distinction and value.

PPA is the oldest and largest nonprofit association of professional photographers in the world, with headquarters in Atlanta, Ga. The association provides educational services and establishes standards of professional performance for its more than 22,000 members and over 150 affiliate organizations worldwide.

Contact: Name of Affiliate Contact  
Phone Number  
E-mail

###

(Professional Photographers of America has prepared this sample news release to help you increase your visibility in the community. Please fill in the blanks, add in any additional information, and send it as soon as possible to the business editor of your local newspaper.)

# Insurance

Lockton Affinity offers a wide array of products and services that can protect your Affiliate and its members. We all hope that nothing will ever go wrong, but if it does you want to be prepared. What would happen if your Affiliate was faced with one of the following situations?

- Someone files suit against you or your Affiliate if they are injured at an Affiliate event
- An Affiliate member is injured while using their car while on Affiliate business
- Your brochures and exhibit booth were lost during shipping or damaged in a fire
- Your Affiliate is sued by a consumer claiming the Affiliate in a lawsuit against an Affiliate member

The insurance options offered by Lockton help protect you in situations like these. For more information about the coverages offered by Lockton, please contact Kevin Johnson at [kjohnson@locktonaffinity.com](mailto:kjohnson@locktonaffinity.com) or 913-652-7692.

The following insurance products are available to Affiliates through PPA's partnership with Lockton:

## **Chapter Liability Insurance (CLI)**

Chapter Liability Insurance provides coverage for the Affiliate and its officers and members. Your Affiliate is insured if named in a covered lawsuit for acts committed by Affiliate members while working for the Affiliate and under its direction. Officers and members of the Affiliate are insured when named in a covered lawsuit as a result of Affiliate activities when they are acting on behalf of the Affiliate.

CLI typically covers the following types of lawsuits:

- Bodily injury or property damage which occurs on the premises or as a result of Affiliate activities
- Personal injury and advertising injury, including libel, slander, defamation of character, false arrest, invasion of privacy, detention and malicious prosecution
- Liability resulting from the sale of food and beverages or other products
- Host liquor liability when serving or giving alcoholic beverages at functions incidental to your Affiliate (provided that no permit or license is required prior to serving alcohol)
- Real or alleged faults in work completed by or for your Affiliate which result in bodily injury or property damage
- Liability involving the use of automobiles not owned by the Affiliate but used for official Affiliate activities (not available in all states)
- Suits arising from injury caused by the rendering of or failure to render health care services by nonprofessionals
- Suits arising from fire damage (up to \$100,000) to premises not owned by the Affiliate but used for Affiliate sponsored activities
- Defense against such suits even though the charges made are groundless, false or fraudulent

## **Association Professional Liability (APL)**

Association Professional Liability Insurance provides your Affiliate with financial protection from claims outside the reach of Chapter Liability Insurance and covers claims such as negligence, discrimination and breach of contract. APL was created to protect an association or chapter officers (including volunteers) from actual or alleged loss by a member resulting from the action of the officer while functioning in the capacity of their assigned role. For example, if a member accused the Affiliate of making a decision beyond their authority which caused the member financial harm.

APL is similar to Directors and Officers Liability Insurance, however the coverage can be extended to include coverage of employment practices and legal defense. Following is a brief description of the coverage:

**Directors and Officers Liability**—Provides coverage for actual or alleged acts the association, including past, present or future directors, officers and staff. Staff is defined as board members, committee member or employees who may or may not compensated for their position. All of these individuals are covered under this plan while acting on behalf of the association (Affiliate).

Most Directors and Officers Liability policies provide protection in the following situations:

- When an Affiliate member takes issue with decisions made on behalf of the Affiliate
- Situations of negligence
- Failure to Act and Omissions
- Breach of contract

**Employment Practices**—This includes situations of discrimination, sexual or racial harassment, breach of employment contract and wrongful termination.

**Legal Defense**—In the event of suits filed against you and your Affiliate by outside parties, including libel and slander, false arrest, wrongful detention or malicious prosecution.

### **Business Owners Policies (BOP)**

Business Owners Policies (BOP) protects your business against financial losses from property damage and general liability lawsuits. The policy can be customized to fit your individual needs.

Business Owners Policies (BOP) provides the following coverage options:

- Building and Contents—provides all risk and replacement costs with no coinsurance up to the limit you select
- Personal Property—brochures, exhibit booths, etc.
- Valuable Papers—catalogues, buying guides, etc.
- Video Equipment—leased in the name of your client
- General Liability—for loss or injury by a third party with limit options ranging from \$500,000 up to \$2,000,000.
- Medical Payments—covers medical costs up to \$10,000 per person/accident if someone is injured and needs medical treatment due to an incident on your premises
- Advertising/Personal Injury—protects you against claims of financial damages to others resulting from your advertisements, as well as for claims against you for actions or statements deemed slanderous to a person's reputation
- Business Income—reimbursement for actual loss of earnings resulting from a covered loss to your property and covers extra expenses needed to continue operations, such as rental of temporary office space
- Money and Securities—protects against lost money and securities used in your business
- Defense Costs—pays legal expenses for liability claims brought against you, regardless of fault
- Hired and Non-owned Auto Liability
- Crime Coverage—including employee dishonesty, forgery and check or money order alteration

## **Affiliate Use of PPA Member Mailing Lists**

One of the benefits of being a PPA Affiliate or PPA Affiliate School is the ability to access the PPA member list. This list can help increase your membership or share important information about events to photographers in your area.

Because PPA members value their privacy (and to help you comply with changing federal and state regulations, especially regarding e-mail), PPA provides this address information through a list management company.

### **Purchasing a PPA Member List**

PPA Affiliates and PPA Affiliate Schools can choose to purchase PPA mailing lists. The use of a PPA mailing list is on a cost basis and will depend on the affiliate request.

The cost for a PPA member physical address mailing list is \$15 per thousand names, plus a \$25 fee to send you the file for mailing. The PPA member e-mail list is \$25 per thousand names plus a \$60 e-mail transmission fee. If less than a thousand names are generated for your mailing, a flat fee of \$100 is charged. The payment is made directly to the list management company, not to, or through, PPA.

In addition, please be aware of the following:

- A PPA mailing or e-mail list may be used once, unless multiple uses are discussed when the initial request is made. There may be additional charges for multiple uses.
- PPA has the discretion to decline or modify a request.
- A list may not be shared, given, or sold to any third party in whole or in part.
- PPA mailing and -email lists are for affiliate use only, not for personal use by an affiliate member for any reason.
- Blast e-mails are done by the list management company.

To request a PPA mailing or e-mail list, e-mail [affiliates@ppa.com](mailto:affiliates@ppa.com).

### **Want to reach NEW PPA members right away?**

Don't forget that you have immediate access to new PPA members! Just download the New Member Reports .zip file, available online at [PPA.com>Affiliate Resources](http://PPA.com>Affiliate Resources). Remember: you'll need to sign in to download these.

## Supplemental Information

### PPA Affiliate Logos

If you are looking for a PPA logo to put on your website, newsletter or approved PPA Continuing Education Course advertisement, you can find them all at [PPA.com>About PPA>Affiliate Resources](http://PPA.com>About PPA>Affiliate Resources).

### PPA Materials

Would you like to use PPA materials at your next convention or upcoming event? Just let us know what you need by filling out the [PPA Material Request Form](#). Everything—from membership flyers and membership applications coded for your affiliate to *Professional Photographer* magazines—can be requested. To ensure on-time delivery, please order at least two weeks in advance of your event.

### Tips and Clips

Are you in need of an idea or an article for your newsletter or magazine? Tips and Clips may be able to help. Tips and Clips is a monthly e-mail created by PPA's Marketing and Communications department. It's filled with up-to-date news from PPA affecting the photographic industry. [PPA.com>About PPA>Affiliate Resources](http://PPA.com>About PPA>Affiliate Resources)

# PPA Affiliate Application Form

**Affiliate Name:** \_\_\_\_\_

Please complete all requested information. Your membership roster must be uploaded using the online form. All other information must be returned via mail with the return of this form. Failure to provide any of the listed information will result in the return of this entire application. Please direct all questions to the Department of Member Value & Experience at [affiliates@ppa.com](mailto:affiliates@ppa.com).

**The total amount of \$450 must accompany this application.**

- \$150 Application Fee:** Please enclose the application fee of \$150. Please include a check or you may complete the credit card information with the submission of this form.
- \$300 Annual Affiliate Renewal Fee:** Please enclose the annual Affiliate fee of \$300. You may include a check with submission of this form or you may complete the credit card information below.

<input type="checkbox"/> Visa	<input type="checkbox"/> Master Card	<input type="checkbox"/> American Express
Name on Card		Credit Card Number
Billing Address		City / State / Zip Code
Expiration Date	Cardholder Signature	

- Affiliate Membership Roster: Upload only.** The upload link is: <http://www.ppa.com/community/affiliates.php> (PPA Affiliate membership roster upload form). The membership roster must be in an Excel Spreadsheet format (.xls) with the following column headings: First Name, Last Name, PPA ID, Address 1, Address 2, City, State, Zip Code, Phone, and E-mail. You may download a sample Affiliate membership roster under the Community: Affiliates tab at [www.ppa.com](http://www.ppa.com). Hard copy (printed) rosters will not be accepted. If PPA IDs are not provided, your affiliate will not receive merits. It is the affiliate's responsibility to collect and maintain PPA ID's of their membership.

In addition, please complete the following questions:

**What is your total Affiliate membership?** \_\_\_\_

**How many Affiliate members are PPA members?** \_\_\_\_

- Bylaws:** A current copy of your Affiliate's bylaws.
- Membership Application:** A current copy of your Affiliate's membership application, including category descriptions and dues amounts.
- Principles of Affiliation:** Please include a ratified and signed copy of the PPA *Principles of Affiliation*.
- Articles of Incorporation:** A current copy of your Affiliate's articles of incorporation, showing payment to the state in the current year.
- Associations **Federal ID Number/** Employer Identification Number (EIN)

**Tax Documentation:** Affiliates **must** file an annual 990 return with the IRS. You must provide a copy of the most current fiscal year's 990 tax return or 990N tax post card.

**Financial Report:** A published and dated notification to members that association financial information is available upon request or a copy of a published and dated financial report for the current year.

**Affiliate Information:** Please complete the following information.

Affiliate website address: \_\_\_\_\_

Officer election date: \_\_\_\_\_ Date officers take office: \_\_\_\_\_

Date of monthly meetings (including week and day of the month): \_\_\_\_\_

Upcoming convention date and location: \_\_\_\_\_

**Submit evidence of successful operation for a minimum of 12 months:** Newsletters/meeting announcement, events and other member service activities.

**For local affiliated applicants, list all other PPA affiliated associations in your state .**

\_\_\_\_\_  
\_\_\_\_\_

You must add [affiliates@ppa.com](mailto:affiliates@ppa.com) to your mailing list.

**Affiliate Contact Information:** Please complete all of the following required contact information.

**Affiliate Contact**

Please designate **one** official contact person who is responsible for receiving and responding to PPA correspondence. **Your official contact will receive all PPA mailings, the annual PPA Affiliate Renewal invoice and be listed in the PPA membership directory as the Affiliate contact person.**

Name		Address
City / State / Zip Code		E-mail
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

**President**

Name		Address
City / State / Zip Code		E-mail
Daytime Phone Number	Fax Number	PPA Member Number (Required)

**President Elect / Vice President**

Name		Address
City / State / Zip Code		E-mail
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

**Secretary**

Name		Address
City / State / Zip Code		E-mail
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

**Treasurer**

Name		Address
City / State / Zip Code		E-mail
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

**Executive Director / Manager**

Name		Address
City / State / Zip Code		E-mail
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)



**Editor**

Name	Address	
City / State / Zip Code	E-mail	
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

In submitting this form I certify that I am an authorized agent of the above named PPA Affiliate Organization and that it is within my duties to complete the renewal process. All of the information I have provided herein is true and accurate to the best of my knowledge.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# Affiliate Renewal Form

Affiliate Name: \_\_\_\_\_

**All sections of the PPA Affiliate renewal form must be completed and submitted by December 31<sup>st</sup> of the calendar year.**

Please complete all requested information. Your membership roster must be uploaded using the online form. All other information must be returned via mail with the return of this renewal form. Failure to provide any of the listed information will result in late fees and/or non renewal. Please direct all questions to the Department of Member Value & Experience at [affiliates@ppa.com](mailto:affiliates@ppa.com).

- Principles of Affiliation:** Please include a ratified and signed copy of the PPA Principles of Affiliation.
- \$300 Annual Affiliate Renewal Fee:** Please enclose the annual Affiliate renewal fee of \$300. You may include a check with submission of this form or you may complete the credit card information below.

<input type="checkbox"/> Visa	<input type="checkbox"/> Master Card	<input type="checkbox"/> American Express
Name on Card		Credit Card Number
Billing Address		City / State / Zip Code
Expiration Date		Cardholder Signature

- Affiliate Membership Roster:** Upload only. The upload link is: <http://www.ppa.com/community/affiliates.php> (PPA Affiliate membership roster upload form) The membership roster must be in an Excel Spreadsheet format (.xls or .xlsx) with the following column headings: First Name, Last Name, PPA ID, Address 1, Address 2, City, State, Zip Code, Phone, and E-mail. You may download a sample Affiliate membership roster under the Community: Affiliates tab at [www.ppa.com](http://www.ppa.com). **Hard copy (printed) rosters will not be accepted.** If PPA IDs are not provided, your affiliate will NOT receive merits. It is the affiliate's responsibility to collect and maintain PPA IDs of their membership.
  - What is your total Affiliate membership?** \_\_\_\_\_
  - How many Affiliate members are PPA members?** \_\_\_\_\_
- Bylaws:** A current copy of your Affiliate's bylaws (if changes have been made in the calendar year)
- Membership Application:** A current copy of your Affiliate's membership application, including category descriptions and dues amounts (if changes have been made in the calendar year)
- Articles of Affiliation:** A current copy of your Affiliate's state articles of incorporation, showing payment to the state in the calendar year.
- Tax Documentation:** Affiliates **must** file an annual 990 return with the IRS. You must provide a copy of the most current fiscal year's 990 tax return or tax postcard.

**Financial Report:** A published and dated notification to members that association financial information is available upon request or a copy of a published and dated financial report in the calendar year.

**Affiliate Information:** Please complete the following information.

Affiliate website address: \_\_\_\_\_

Officer election date: \_\_\_\_\_ Date officers take office: \_\_\_\_\_

Date of monthly meetings (including week and day of the month): \_\_\_\_\_

Upcoming convention date and location: \_\_\_\_\_

**Affiliate Contact Information:** Please complete all of the following required contact information.

**Affiliate Contact**

Please designate **one** official contact person who is responsible for receiving and responding to PPA correspondence. Your official contact will receive all PPA mailings and be listed in the PPA membership directory as the Affiliate contact person.

Name		Address
City / State / Zip Code		E-mail
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

**President**

Name		Address
City / State / Zip Code		E-mail
Daytime Phone Number	Fax Number	PPA Member Number (Required)

**President Elect / Vice President**

Name		Address
City / State / Zip Code		E-mail
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

Name	Address	
City / State / Zip Code	E-mail	
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

**Treasurer**

Name	Address	
City / State / Zip Code	E-mail	
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

**Executive Director / Manager**

Name	Address	
City / State / Zip Code	E-mail	
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

**Editor**

Name	Address	
City / State / Zip Code	E-mail	
Daytime Phone Number	Fax Number	PPA Member Number (If Applicable)

In submitting this form I certify that I am an authorized agent of the above named PPA Affiliate Organization and that it is within my duties to complete the renewal process. All of the information I have provided herein is true and accurate to the best of my knowledge.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date