



Charter BPAMA National Board

- **Mission**
 - The board's mission is to represent marketers in an exchange of ideas between marketers and BP to formulate mutually beneficial policies and programs.

- **Deliverables**----The board accomplishes its mission by focusing on the primary areas:
 - Communication
 - Advice: Board Members will provide advice on key issues, programs, pilots and competitive intelligence
 - Awareness: BP will provide the Board advance notification on key strategic decisions.
 - Escalation Procedures: The board will utilize and optimize the established escalation procedures.
 - Representation
 - Ensure the collective views and perspectives are representative of the greater membership.
 - Relationship
 - Continue to foster the mutual learning between the Board and BP senior leadership.
 - Education
 - Advise on advanced education programs and workshops to ensure the marketer and branded sales team has the highest level of skills and capabilities

- **Roles of Board Members will:**
 - Advise BP on geographic conditions, opportunities and competitive intelligence.
 - Work with the Jobber Sales Managers to actively communicate, measure, and endorse marketing and education initiatives.
 - Act as ambassadors for pilots and programs
 - Serve on working committees to shape strategies, tactics and pilots.
 - Providing feedback on performance and execution.
 - Strengthen the marketer community by identifying and sharing success stories
 - Actively recruit new members

- **Values**---the foundation of the relationship
 - **Joint Accountability & Ownership** of Challenges and Process for Solutions
 - **Forward, "out of the box"** problem solving.
 - **Transparency** - in actions; behaviors; conversations; and exchange of information. Ultimately translates into having an intimate knowledge of the drivers of our respective businesses.
 - **Act Collaboratively** - work the common challenges together from identification to solution.
 - **Mutuality** - win/win
 - **Benchmarking/Fact driven** - make decisions based on facts.
 - **Trust** – open, honest and transparent dialogue.
 - **Confidentiality**- "what is said in the room stays in the room"

- **Meeting Forums and Frequency**
 - Generally two face to face meetings per year---Supplemented by committee meetings, teleconferences, and local meetings depending on the needs and timing.

- **Membership**
 - 19 elected board members (representing a state or group of states)
 - Up to 4 at- large members
 - Term: 2 years; limit 3 consecutive 2 year terms.