

CREATE JOBS PAC & SALEM CHAMBER ENDORSEMENT PROCESS

1. The Salem Chamber's Create Jobs PAC Board will recommend races for endorsement to the Chamber Board of Directors based on the following criteria:
 - The Salem Chamber's endorsement can make a significant difference in the outcome of the race
 - The relevance of the elected race being considered given the goals and priorities of the Chamber
 - The magnitude of difference between the candidates' platforms on business issues of importance to the Chamber.
 - The candidate's electability to the office
2. The Salem Area Chamber Board of Directors will consider recommendations from the Create Jobs PAC Board and approve or deny races for endorsement consideration. Each political race shall be considered individually, regardless of past endorsements.
3. Upon approval from the Chamber Board, the PAC Board will give candidates from selected races an equal opportunity to seek endorsement and provide information for review by the Create Jobs PAC Board. Equal opportunities will be given for candidates to address issues of concern to the Chamber, either through an interview by the PAC Board and at a Chamber sponsored Candidates Forum.
4. The endorsement recommendations will be submitted to the Salem Area Chamber of Commerce Board of Directors for consideration.
5. If approved by the Chamber Board, the endorsement is granted to the appropriate candidate. Questions about the board's position on endorsements should be referred to the President or the Salem Chamber CEO.

Deliberations on endorsements by the PAC Board and Chamber Board will be kept strictly confidential.

**BYLAWS
OF
THE CREATE JOBS POLITICAL ACTION COMMITTEE**

**ARTICLE I
PURPOSE**

The purpose of the Create Jobs Political Action Committee is to make financial contributions in support or in opposition to measures and/or candidates based on the official positions taken by the Salem Area Chamber of Commerce Board of Directors.

**ARTICLE II
MISSION**

The Create Jobs Political Action Committee endeavors to promote the creation and protection of private sector job creation by making financial contributions to candidate or ballot measure campaigns that support public policies that strengthen and/or protect the business community.

**ARTICLE III
NAME, ADDRESS AND MEETINGS**

The name of this organization shall be the Create Jobs Political Action Committee (“The Create Jobs PAC”). The Create Jobs PAC shall be a political action committee registered with the Elections Division of the Oregon Secretary of State. The Create Jobs PAC shall be independent of any political party, candidate or organization, except the Salem Area Chamber of Commerce (the “Salem Chamber”). Within any applicable legal limitations, the Salem Chamber may pay or defray the costs and expenses incurred in the establishment and administration of the Create Jobs PAC. The address of the Create Jobs PAC shall be the same as that of the Salem Chamber. Meetings of the Create Jobs PAC may be called by the Chair or by written request of two of the members of the Salem Chamber Board of Directors. A meeting quorum shall consist of at least 50% of the members of the Create Jobs PAC Board of Directors and members of the Create Jobs PAC serve without compensation.

**ARTICLE IV
ORGANIZATION AND GOVERNANCE**

The Create Jobs PAC Board of Directors shall consist of 7 active members of the Salem Chamber and shall be appointed every third year at the first fiscal year meeting of the Salem Chamber Board of Directors. At the time of appointment and while serving as members of the Create Jobs PAC, a member shall not have filed to run for or hold any elected public office. If the Chamber endorses a candidate or takes a position on a ballot measure, the Create Jobs PAC shall convene and determine an appropriate amount of

Create Jobs PAC funds, if any, to be distributed to the candidate or the ballot measure committee.

Create Jobs PAC members shall hold in strict confidence all information that is communicated to the Create Jobs PAC during its deliberations, and shall not use the information for their own benefit or the benefit of others or disclose the information to others, except to the Salem Chamber Board of Directors.

Vacancies on the Create Jobs PAC shall be filled by appointment. Recommendations for appointments will be forwarded by the current Salem Chamber President for consideration by the Salem Chamber Board of Directors. Appointments to fill vacancies shall serve the remaining 3-year term of the original appointment. The Salem Chamber may provide administrative support for the activities of the Create Jobs PAC.

If a Create Jobs PAC board member drops their membership in the Salem Chamber during their term of service, the Create Jobs PAC board member will discontinue their service on the PAC board.

ARTICLE V OFFICERS

Immediately following the June meeting of the Chamber, the Create Jobs PAC shall meet and organize. An active Board member of the Salem Chamber shall serve as Chair of the Create Jobs PAC. The Treasurer of the Chamber Board may serve as Treasurer of the Create Jobs PAC.

The duties of the Chair shall include the following:

- A. Preside over Create Jobs PAC meetings.
- B. Execute reports or other documents on behalf of the Create Jobs PAC including, but not limited to an annual financial report.
- C. Direct the Treasurer to disburse funds as approved by the Create Jobs PAC.
- E. Provide timely reports to the Salem Chamber Board of Directors describing the activities of the Create Jobs PAC during the year.
- F. Such other duties as assigned by the Salem Chamber Board of Directors.

The duties of the Staff shall include the following:

- A. Keep the minutes of the meetings.
- B. Send out meeting notices to members.
- C. Perform such other duties customary of the office of administration.
- D. Such other duties as assigned by the Chamber Board of Directors.

The duties of the Treasurer shall include the following:

- A. Establish and maintain a dedicated campaign account in an Oregon financial institute, collect, deposit, invest and account for all Create Jobs PAC funds.
- B. Assure the accuracy of all Create Jobs PAC fund books and records.
- C. Sign checks issued from the campaign account and disperse moneys to campaigns and candidates endorsed by the Salem Chamber Board of Directors.
- D. File and amend the Create Jobs PAC Statement of Organization and timely file all required reports with the Elections Division and any other governmental agencies required by law and perform all duties as defined by law. The treasurer must be bonded.
- E. File accurate and timely contribution and expenditure transaction reports.
- F. Such other duties as assigned by the Chamber Board of Directors.

The Create Jobs PAC may appoint other officers as needed.

ARTICLE VI AMENDMENTS

These Bylaws have been adopted effective July 21, 2010. These Bylaws may be amended from time to time by a two-thirds vote of the Salem Chamber Board of Directors.

ARTICLE VII DISSOLUTION

The Create Jobs PAC may be dissolved at any time by a two-thirds vote of the Salem Chamber Board of Directors. In the event of such dissolution, any surplus funds contained in the accounts of the Create Jobs PAC shall be promptly distributed to political candidates, or to other committees or funds which have qualified under Oregon law as registered political action funds and are consistent with the purposes of the Create Jobs PAC as defined in Article I.

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REVIEW OF ENDORSEMENT PROCESS

WHO MAY THE CHAMBER ENDORSE?

Candidates who, in the Chamber's opinion will best serve the community and best represent the vision and mission of the Salem Area Chamber of Commerce.

WHO DECIDES THE SALEM AREA CHAMBER'S ENDORSEMENTS?

The Salem Area Chamber Board of Directors based on analyses by the endorsement committee and input from leadership. Endorsements by the Board of Directors requires 1) the recommendations to be brought to a Board of Directors meeting; 2) a quorum of the Board members be present at the meeting; and 3) two-thirds of those attending to support, by vote, the recommendation.

THE PROPOSED ENDORSEMENT PROCESS IN MORE DETAIL

- Create Jobs PAC Board is alerted to races by local members or staff and obtains list of candidates for the race noted
- Chair/staff performs initial screen of candidate list and discusses list with PAC Board members with comments recorded
- A recommendation on races to consider for endorsement is brought to the next Chamber Board of Directors meeting.
- Staff obtains detailed information about the candidates through established information solicitation once races approved by Chamber Board.
- Letter with Chamber platform is sent to candidates, with response requested. Application for endorsement is filed with Chamber.
- The Create Jobs PAC Chair/Staff coordinate the process with the candidates and PAC Board to assess candidates which may include written correspondence and/or phone or personal interviews
- Create Jobs PAC Board forms an initial recommendation for endorsements based on materials received and interviews conducted.
- Board of Directors reviews endorsement recommendation and asks for action or more background information
- Information regarding the intent to consider endorsement may be sent to all chamber members as an FYI.
- Staff prepares an agenda item for the Board of Directors meeting to consider recommended endorsements from the PAC Board
- Candidate is notified in writing by the Salem Area Chamber President of the endorsement

SEEKING INFORMATION

Date

(Candidates Name and Address)

Dear (candidate's name):

The Salem Area Chamber of Commerce is composed of over 1,200 members. We recently established a procedure that we intend to use to aid us in endorsing candidates/ for _____(legislature, City, State, ect).

You have been identified as a candidate in this race. If you wish to be considered for Chamber endorsement, please provide the following information:

- Your platform
- Any positions on business not included in your platform
- Your responses to our questions (enclosed)

After reviewing your responses, we may wish to arrange a meeting with you and our Candidates Endorsement Committee for additional clarification. If you have any questions or would like to discuss any of the above please call.

We would appreciate it if you would send your responses to Jason Brandt, our Chief Operations Officer, in our office. Time is of the essence, please reply by _____.

Thank you.

Sincerely,

President

Enclosure

(FYI--- this would be on letterhead with all contact information)

SALEM AREA CHAMBER QUESTIONNAIRE

The Salem Area Chamber of Commerce is made up of over 1,200 businesses located in the Clackamas County area. We may be considering endorsing you in your current race, and need to know more about your beliefs to assist us in making our recommendations. Please complete the following questionnaire and return no later than _____.

Name

Office Sought

Phone Number

Party Affiliation

Fax Number

1. What do you believe are the most significant problems facing business today?
2. Business is seeking an environment that is supportive of growth and expansion. What obstacles do they face, and what will you do to assist in overcoming these obstacles?
3. What do you view as the major weakness of the involvement of business in legislative action? In essence, what suggestions would you have to increase the impact of business on the legislative process?
4. Would you find the Salem Area Chamber of Commerce endorsement beneficial to your election efforts? Why or why not?
5. Would you be willing to make the time to meet with our Candidate Endorsement Committee to discuss your views?
6. Can you give an example of a way in which you have supported a business position in the past?

ENDORSEMENT RECOMMENDATION

To be referred to Board of Directors

Endorsement Committee Composition:

Position sought:

Election date:

Candidate:

Party (if applicable):

Main Opponents:

Candidate's reaction to Platform:

Candidate's views on advocacy for business (summarize or attach):

Analysis of candidate's viability (summarize or attach newspaper polls):

Other Comments:

Interview Date:

Recommendation:

Endorsement Committee vote (e.g. unanimous, split 5-3):

Staff comments/recommendation:

Past voting record (as applies to business and if applicable)

SAMPLE REJECTION LETTER FOR CANDIDATES CONSIDERED FOR ENDORSEMENT

Date

(Candidates name and address)

Dear (Candidates name):

Thank you for taking the time to share your views on business with us. We appreciate your openness in discussion of these issues.

Alternate Paragraph #1

While there are many points upon which we agree, in comparing your responses to the other candidates, it became apparent that another candidate (name optional) came closer to sharing our specific goals. We have decided to recommend to our Board of Directors an endorsement for him/her.

Alternate Paragraph #2

After studying all of the candidates in this race, we found we were unable to reach consensus on a recommendation for endorsement. Each of you has many strengths and shared many of our specific goals. We have decided not to recommend an endorsement to our Board of Directors in this race.

We know that campaigning is time-consuming and stressful and deeply appreciate you taking the time to respond to us. We recognize your place as a community leader, and look forward to continuing to work with you.

Sincerely,

TIPS FOR DEALING WITH CANDIDATES AND INCUMBENTS NOT ENDORSED

- If all candidates were considered, but none were endorsed, it is usually best to say that all of the candidates seemed equally qualified and that the Chamber will be pleased to work with any of them.
- If our endorsed candidate was defeated:
 - a. Send a letter to the winner after the election with our congratulations and expressing our willingness to work with the new elected official in improving business opportunities in our area.
 - b. If the elected official brings up our support of his/her opponent do not apologize. We have the right to support whomever we choose and the elected official now represents all the voters in the district, not only those who supported him/her. Use humor if possible to transition the conversation to a more positive level (e.g. "It's a good thing I didn't bet the farm on the outcome of the election; but now that you represent me and the families in this district, let's talk about how we can work together in the future.)
 - c. If the new elected official is hostile to the efforts of The Chamber despite our best efforts to educate him/her, don't be discouraged. In a competitive process, feelings will run high; however, compromise and changes in alliances are inevitable in the legislative process. With term limits in place, they won't hold the office forever. Begin now to work with other community activists to recruit strong candidates for future elections.

SCOPE OF ADVOCACY

After making an endorsement the following will apply:

1. The decision will be recorded in the minutes of the Board of Directors meeting.
2. The endorsement will be added to any fact sheets or advertisements regarding Chamber position statements.
3. An article regarding the endorsement will be written for the Chamber newsletter.
4. A press release will be sent to all area media.
5. The decision will be verbalized by the spokespersons as appropriate.
6. Candidates who have been endorsed by the Salem Area Chamber of Commerce may use the endorsement in their campaign materials, advertisements, etc.