



CAMPUS COMPUTER RESELLERS ALLIANCE

A Special Interest Group of the National Association of College Stores

Operating Guidelines

I. ANTITRUST COMPLIANCE GUIDELINES

- A. CCRA programs, services, meetings, and activities cannot facilitate any agreement, understanding, or discussion which suggests or implies an agreement or understanding concerning:
1. prices, discounts or terms or condition of sale;
 2. profits, profit margins or cost data;
 3. market shares, sales territories or markets;
 4. the allocation of customers or territories;
 5. selection, rejection or termination of customers or suppliers;
 6. restricting the territory or markets in which a member may resell services or products;
 7. restricting the customers to whom a member may sell; or
 8. any matter which is inconsistent with the proposition that each member must exercise its independent business judgment in pricing its services or products, dealing with its customers and suppliers and choosing the markets in which it will compete.
- B. Before each council meeting, an agenda will be prepared and circulated to members of the council and approved by legal counsel (as required). Agenda items should be limited to official business except when absolutely necessary and with prior approval by counsel (as required). Complete and accurate minutes of every meeting will be kept and reviewed by counsel (as required).
- C. All Alliance business should take place only at formal meetings of the Alliance and its council, committees, and task forces. There should be no "rump" sessions at which there are actions or discussions not reflected in agendas and minutes.

II. COUNCIL

- A. Councilor Responsibilities
1. Councilors should recognize their individual authority as being limited to overseeing the affairs of the Alliance in a manner deemed beneficial to the Alliance as a whole and effecting other duties as provided by the Policies and Procedures and/or by general or specific laws.
 2. Councilors recognize that, except when the council is in formal meeting, their individual rights and authority are the same as the rights and authority of any individual member of the Alliance. No individual councilor may take action on behalf of the Alliance unless explicitly delegated that authority by the policies & procedures of the Alliance or by action of the council.

3. Councilors recognize the need to avoid any conflict of interest or impropriety that would have the appearance of gaining personal profit by virtue of their office. They will neither serve as officers or on the boards of directors of firms seeking to do substantial business in the campus resale industry nor will they accept gratuities for their services as councilors. As an exception, councilors are permitted to serve on vendor advisory councils as a representative of the CCRA council when appointed by the chair.
4. The council recognizes the authority of the director as established by general Alliance practice, to manage the affairs of the Alliance. The director shall engage in all negotiations on behalf of the Alliance, as necessary, doing so within the bounds authorized and/or directed by the council.
5. While an individual councilor may disagree with a policy or action adopted by a majority of the council, said councilor should support said policy or action as being the considered judgment of the council. Within reason, any councilor who disagrees with a council policy or action shall have the right and duty to present further evidence and argument to the council for further consideration in a manner consistent with the council's practices, and the council shall have the duty of appropriately reconsidering its actions.
6. Councilors shall publicly support and defend the Alliance and its staff when discussing matters with members of the Alliance and its various publics. Councilors shall limit any criticism of the Alliance and its staff to council meetings or to private conversations with other councilors or the director.
7. Individual councilors shall use their best professional judgment and discretion in discussing disputed or confidential corporate actions, policies or issues with Alliance members, staff, or the general public. All personnel, real estate, legal, marketing, strategic planning, and financial matters will be considered sensitive issues subject to each councilor's good faith and discretion unless and until made specifically clear and authorized for distribution by action of the council as a whole.
8. Councilors shall recognize that at all times they serve as a representative of the Alliance and shall conduct themselves in a professional manner which fosters confidence and reflects positively on the Alliance, its members and its staff.

B. Instructions for Councilors

1. **Councilor Orientation**
All new councilors and NACS Board liaisons shall receive a copy of these operating guidelines, the Policies & Procedures, historical information (including minutes), and any other applicable information during an orientation session preceding the spring council meeting.
2. **Conflicts of Interest**
No voting member of the council or CCRA staff member may serve as an officer or on the board of directors of any firm whose substantial business is directly related to the campus computer resale business. As an exception, councilors are permitted to serve on vendor advisory councils as a representative of the CCRA council when appointed by the chair. When any individual person is asked for his or her permission to be proposed as a councilor, he or she may be asked to state in writing to the chair of the nominating committee his or her interest in any firm that might result in a conflict of interest. If in the opinion of the nominating committee such relationship is in conflict with policy, procedure and goals of CCRA, the nominating committee chair shall present the situation for council discussion.

3. **Use of Councilor Titles in Correspondence or in Public Statements**
Councilors must exercise due care and judgment in their correspondence and public statements in order that there shall be a clear separation and understanding of their personal or business views from their position as a CCRA councilor. In this connection, it will be helpful, in avoiding misunderstanding, for the councilor who writes or speaks on business or personal matters to state in appropriate instances (in which misunderstanding may arise) that the views expressed are not in his/her capacity as a CCRA councilor. Of course, only business or personal letterheads shall be used in such instances.
 4. **Complaints to the Council**
When complaints are made to individual councilors or letters written to the entire council, individual councilors should defer to the chair and/or director to answer for the body. Of course, individual members may answer normal inquiries for information, but the normal procedure is to acknowledge the letter and ask the chair to give the official answer.
 5. **Gifts**
Individual members of the council, acting on behalf of CCRA, shall not accept dinners, gifts, or other types of compensation valued at over \$50 from any firm whose business is directly related to the campus computer resale business.
 6. **Travel Accident Policy**
Councilors, staff and committee members are covered in the amount of \$100,000 aggregate limit \$2,000,000 (seven people maximum per "event") on any trip authorized by or at the direction of the chair or director for the purpose of furthering the business of the Alliance. While it is understood that the payment would be made to the individual, the aim of the policy is to protect the Alliance from any possible liability.
 7. **Booth Attendance Prizes**
No CCRA councilor or councilor-elect may register for or participate in any drawings or booth attendance prizes at the CCRA Conference & Expo or other CCRA events.
 8. **Attendance at CCRA Council Meetings and Participation in Conference Calls**
Councilors are expected and required to attend all meetings and participate on all conference calls of the CCRA council. Any member of the council unable to attend a meeting or make a conference call shall contact the chair and director, in writing, to state the reasons for his or her absence. If a councilor is absent from two meetings or conference calls for reasons the council fails to declare to be sufficient, that councilor's resignation from the council shall be deemed to have been tendered and accepted.
 9. **Membership Renewal**
Councilors are expected and required to ensure that their operation remains a member in good standing of CCRA at all times. Should membership benefits be discontinued at any time for a councilor's organization, that councilor's resignation from the council shall be deemed to have been tendered and accepted.
- C. **Council Election Procedures**
Councilors are nominated and elected as outlined in the Nominating Committee Selection & Procedures handbook.
- D. **Ethical Standards**
The CCRA council will not participate in any agreement with any other organization or Alliance member to boycott any individual or organization who attempts to sell in competition with campus computer resellers.

- E. Legal Counsel and Auditor Designation
CCRA legal counsel and an independent outside auditor shall be designated for CCRA by the National Association of College Stores.
- F. Council Meetings
1. Meeting Locations
The locations of council meetings will be established by CCRA staff in consultation with the council chair. Any changes in recommended council meeting sites must be cleared through the director.
 2. Minutes
Minutes of all CCRA council meetings are available upon request to any CCRA member in good standing.
 3. Guests
 - a) Both the CCRA chair and the director may designate staff and others to attend council meetings as they may decide to be appropriate in light of the agenda.
 - b) The CCRA council welcomes spouses and/or guests to accompany council members to council meetings at their own expense. Spouses and/or guests may be invited to attend social functions of the council with the exception of official business meetings.
- G. Office Correspondence
The council chair shall receive copies of all "critical" office correspondence received by the director.
- H. Executive Committee
The executive committee of CCRA shall consist of the chair, the immediate past chair, and the chair-elect of the council. In addition, the director will serve as an ex-officio member.

III. CCRA CONFERENCE & EXPO

- A. Conference Logo Usage
The use of any Alliance or Conference logo is strictly prohibited without the express written permission of CCRA.
- B. Conference Planning
1. The dates for the CCRA Conference & Expo will be determined by the director with approval of the council based upon availability of the desired location.
 2. The state, city, hotel(s), exposition center (if applicable) for the CCRA Conference & Expo will be determined by the director based on availability with approval of the council.
- C. Press
1. No more than two persons from the editorial staff of any press organization, with the sole purpose of gathering informational material for publication, may attend the CCRA Conference & Expo accredited as press representatives. Persons from any other division of a press organization are not permitted to attend.
 2. Press representatives have access to all meetings/sessions and are guests of CCRA at the CCRA Conference & Expo.

3. Meal functions are not included as part of the press representatives attendance at the conference. Tickets must be purchased in order to attend any meal functions.
4. The CCRA exhibit policy prohibiting any firm from canvassing exhibitors in the exhibit area for sales purposes also applies to members of the press. No solicitation of any kind is permitted.

D. Children

1. No person under 18 years of age will be permitted to attend the CCRA Conference & Expo unless fully registered and accompanied by an adult. The attendance of anyone under the age of 18 is strictly prohibited, regardless of registration status, during the times of exhibit installation and dismantling.
2. A "family hour", at which time children under the age of 18 may tour exhibits with their parents, may be established at the discretion of the director.

E. Vendor Exhibits

1. Exhibit Philosophy
The purpose of vendor exhibits during the Conference is the education and dissemination of information regarding the distribution of computer products to the higher education community; and promotion, stimulation of interest in, and ordering of products and services of exhibiting companies.
2. Exhibit Space Sales
 - a) The director of CCRA upon approval of the CCRA council will establish exhibit space cost.
 - b) No firm shall be permitted to have space in the Conference if the firm has a CCRA delinquent account.
 - c) Only the national headquarters for a distributor/VAR may participate in the Conference. No regional or local offices will be permitted.
 - d) Current licensed VIP vendors will be given priority booth placement.
 - e) Exhibiting firms are awarded one priority point for each year they exhibit at the Conference.
 - f) CCRA corporate members in good standing are awarded one priority point for their membership.
 - g) When two or more firms with the same membership status and number of points request the same exhibit space, the application which was received earlier will be given the preference.
 - h) Applications received prior to the announced cutoff date will be filed in order of membership status, priority points, and then by date the application was received at CCRA headquarters.
 - i) The date of application receipt will be the date the application form and payment in full are received by CCRA. If each is mailed separately by the applicant, the date the latest is received will be considered the application receipt date.
 - j) After the established cutoff date, applications will be considered on a first-come, first-served basis. In the case that applications from two or more firms are received on the same day, the corporate member shall receive priority.

- k) Since the CCRA council approves corporate membership, corporate members in good standing are automatically accepted to exhibit at the Conference.
- l) Firms that are not corporate members of CCRA are subject to review and acceptance by the CCRA council. Receipt of exhibit information does not guarantee acceptance to exhibit at the Conference.
- m) CCRA reserves the right to deny acceptance of an application/contract if the CCRA council determines in its sole discretion that a prospective exhibitor is not eligible to participate or the prospective exhibitor's products or services are not eligible to be displayed in this exposition.
- n) Each firm is responsible for submitting its own application for exhibit space. Companies may not reserve space for other firms.
- o) Exhibiting companies will be assigned booth space at the discretion of CCRA show management according to the defined point system.
- p) An exhibiting firm may request placement adjacent to another firm. However, requested placement is not guaranteed as space is assigned according to the defined point system.
- q) No reservations for exhibit space will be accepted by telephone.
- r) The person named on the Exhibitor Application & Contract will be the person considered by CCRA to be the exhibitor's representative on-site. The person signing the contract will receive all official correspondence from CCRA referring to the exhibit and will be responsible for communicating this information to registered personnel from the exhibiting firm.
- s) Exhibitors with an unpaid balance due on their exhibit space or a delinquent account with regard to corporate membership status will not be permitted to set up until the balance is paid.
- t) Equipment, services, and space provided in each exhibit space are limited to those described in the prospectus and contract offered for each Conference. It is the responsibility of the exhibitor to make arrangements with the exhibit service contractor for any additional equipment or service needs.
- u) Exhibiting companies may opt to use independent contractors for installation and dismantling. The exhibiting firm has the responsibility of notifying CCRA Conference & Expo management of the name and address of the contractor. The exhibitor must submit the independent contractor's copy of a valid insurance certificate to Conference management by the deadline as established in the prospectus. Management will inform the official contractor.
- v) In any year, exhibit cancellation policies are as follows:
 - (1) All cancellations must be made in writing. Telephone cancellations are considered acts of courtesy, but no refunds will be made on the basis of a call.
 - (2) Cancellations received on or before the published cutoff date for placement by points receive a 100% refund.
 - (3) Cancellations received after the published cutoff date for placement by points and greater than 30 days prior to the first day of the conference will receive a 50% refund.

(4) Cancellations received 30 days or less prior to the first day of the conference will receive no refund.

- w) In the event of cancellation of exhibits due to fire, strikes, government regulations, or other causes beyond the control of CCRA, the Alliance shall not be held liable for failure to hold the CCRA Conference & Expo as scheduled, and CCRA shall determine the amount of exhibit fees to be refunded.
- x) Non-adherence to established Conference policy may result in a loss of priority points and in some cases, may jeopardize participation in future Conferences.

3. Exhibit Rules

- a) Exhibitors may not assign, share or sublet any space allotted to it and may not advertise or display goods other than those manufactured, distributed, represented or sold by it in the regular course of business.
- b) No exhibit walls, partitions, decorations or other obstructions may be erected which in any way interfere with the view of any other exhibitor. No signs or fixtures may be hung from the ceiling.
- c) Back walls are limited to eight feet in height, and in some cases, side partitions may not extend more than three feet above the floor. Island exhibits may not exceed sixteen feet in height and may not interfere with the line of sight of other exhibitors.
- d) Demonstration areas must be organized within the exhibitor's space so as not to interfere with any aisle traffic and sampling or demonstration tables must be placed a minimum of 2'0" (60 cm) from the aisle line.
- e) All booth areas must have floor covering.
- f) Only representatives of exhibiting firms properly registered and wearing badges, may engage in sales activity on the exhibit floor.
- g) Exhibiting company representatives are strictly prohibited from canvassing other exhibitors in the exhibit area for sales purposes.
- h) Representatives of an exhibiting company are expressly prohibited from entering any exhibitor's booth uninvited or harassing, plagiarizing, or photographing/video taping another exhibitor.
- i) Marketing and sales promotion activities shall take place at the exhibitor's designated exhibit space.
- j) The distribution of sales literature, handbills, samples or any other materials is prohibited at any location other than within the exhibitor's booth space.
- k) Drawing customers from the space of another exhibitor is strictly prohibited.
- l) Exhibit space must be staffed during published exhibit hours.
- m) In order to maintain a nominal noise level, loud noises such as bells, sirens, and/or buzzers are not permitted.
- n) There will be no paging on the exhibit floor except in an emergency or as deemed necessary by Conference management. Persons expecting or desiring to receive messages should make other arrangements for their delivery.

- o) Exhibitors are not permitted on the show floor during freight move-in as published by show management.
 - p) Drawings held by individual exhibiting companies that require the winner to be present at the booth at the time of the drawing in order to win are expressly prohibited.
 - q) Contests or drawings which cause congestion in the aisle, undue noise, or which otherwise interfere with the normal conduct of vendor exhibit activities by neighboring exhibitors are prohibited.
 - r) Smoking on the exhibit floor is prohibited.
 - s) Removal of any booth materials by exhibitors prior to the close of the exposition will result in the loss of one priority point.
4. Exhibit Security
- a) CCRA will arrange for appropriate guard service beginning with vendor exhibit setup through dismantling, and exercise reasonable care for the protection of the exhibitors' material display.
 - b) Only properly registered personnel wearing the appropriate badge will be admitted to the exhibit area at any time, including setup and tear down of exhibits.
 - c) No registrants will be permitted in the exhibit area when the show is closed. Exhibitors will be admitted to their booths prior to the opening of vendor exhibits each day according to the hours specified.
 - d) Each exhibitor is responsible to see that all hand-carried material that is not to be crated is removed within three hours after the final closing of the vendor exhibits.
 - e) CCRA or any officer or staff member will not be liable for the safety of the exhibitor's property, agents, or employees from theft, damage by fire, accident or any other causes.

F. Concurrent Vendor Presentations

- 1. Up until the initial booth assignment date, only exhibiting CCRA corporate members may purchase a vendor presentation. After the initial booth assignment date, vendor presentation will be available to all exhibiting companies on a first-come, first-served basis.
- 2. All requests for presentations must be designated in the appropriate area on the exhibit reservation form and must be accompanied by payment in full.
- 3. Concurrent vendor presentations are assigned on a first-come, first-served basis.
- 4. Presentation topic descriptions must be submitted to CCRA prior to the published cutoff date or the company may forfeit its presentation.
- 5. In any year, vendor presentation cancellation policies are as follows:
 - a) All cancellations must be made in writing. Telephone cancellations are considered acts of courtesy, but no refunds will be made on the basis of a call.
 - b) Cancellations received on or before the published cutoff date for placement by points receive a 100% refund.
 - c) Exhibiting companies not assigned a presentation receive a 100% refund.

- d) Cancellations received after assignment on the cutoff date for placement by points receive no refund.
6. Exhibitors with an unpaid balance due on their vendor presentation or a delinquent account with regard to corporate membership status will not be permitted to present until the balance is paid.

G. Individual Vendor Presentations

1. Individual vendor presentations will be offered at the discretion of the director with the approval of the council.
2. Only exhibiting CCRA corporate members are eligible to receive an individual vendor presentation.
3. All requests must be made in writing and must include an outline of proposed topic areas to be covered and the number of hours requested. Complete requests must be received before placement by priority points. No Exceptions!
4. Individual vendor presentations are assigned in the same manner as exhibit space with the addition of the following: review and approval of the CCRA council.
5. The CCRA council reserves the right to deny any request for an individual vendor presentation. The council may also limit the number of hours permitted for an individual vendor presentation.
6. If the council does not approve a vendor's proposal, the vendor shall have ten working days to revise and resubmit the proposal. If the council does not approve the revised proposal, or if the vendor fails to meet the revision deadline, the next vendor shall be reviewed.
7. Upon approval for a presentation, the exhibiting company is liable for the appropriate fees and must submit payment in full prior to the established cutoff date. If payment is not received by the cutoff date, the exhibitor will not be permitted to present and will not be granted access to the show floor.
8. Under no circumstances will a refund be made for an individual vendor presentation.
9. Exhibitors with an unpaid balance due on their vendor presentation or a delinquent account with regard to corporate membership status will not be permitted to present until the balance is paid.

H. Vendor Sponsorship

1. Sponsorship opportunities are not limited to exhibiting CCRA corporate members.
2. Payment in full must accompany the request to sponsor in order to be valid.
3. In any year, vendor sponsorship cancellation policies are as follows:
 - a) All cancellations must be received in writing. Telephone cancellations are considered acts of courtesy, but no refunds will be made on the basis of a call.
 - b) Cancellations received on or before the published initial booth assignment date will receive a 100% refund.
 - c) Cancellations received after the published initial booth assignment date will receive no refund.
4. CCRA reserves the right to limit the number of sponsors permitted each year.

5. In the event that sponsorship funds exceed the expenses associated with the sponsored activity, CCRA reserves the right to reallocate funds to cover other Conference events/activities within the same year as the sponsorship occurred.

I. Hospitality Events

Exhibiting firms that wish to host hospitality events/meetings must apply to CCRA for permission, and must agree that hospitality events will not be open during scheduled events including all meetings, sessions, meal functions, and vendor exhibits.

J. Registration

1. General

- a) Both attendees and exhibiting company personnel will have the opportunity to register in advance or on-site.
- b) Conference registration fee invoicing will be available only to members of CCRA and NACS. Non-members and guests/spouses must pay at the time of registration.
- c) Only advance registered attendees, including exhibitor personnel will appear on the attendee list distributed at the conference.
- d) All events will be ticketed. Registration personnel will be accountable for these tickets.
- e) In any year, registration cancellation policies are as follows:
 - (1) All cancellations must be made in writing. Telephone cancellations are considered acts of courtesy, but no refunds will be made on the basis of a call.
 - (2) Cancellations received 11 or more days prior to the start of the CCRA Conference & Expo receive a 100% refund.
 - (3) Cancellations received within 10 days prior to the start of the Conference receive a 50% refund.
 - (4) In the event that no written cancellation is received or if written cancellation is received on or after the first day of the Conference, registrant will receive no refund.

2. Store Registration

- a) Only individuals registered and wearing a badge may attend CCRA Conference & Expo events. Spouses/guests need not register to share hotel accommodations, but must if they wish access to any conference event.
- b) Other officials of a member's institution, excluding employees of other operations involved in the distribution of computing technologies to faculty, staff, and students, may register at member store staff rates.

3. Exhibitor Registration

- a) Representatives of exhibiting firms must be employees of that firm or employees of a firm contracted by the exhibitor to provide promotional services.
 - b) Employees of non-exhibiting firms are permitted to attend the conference, must register as a non-exhibiting vendor and must pay the predetermined applicable registration fee. They will not be permitted to engage in any sales activity on the exhibit floor or at any other location within the conference structure.
 - c) Exhibitors will receive a predetermined number of complimentary registrations based on the vendor booth *size*. Type of registration and quantity are to be determined by the director with approval of the council.
4. Audit Registration
- a) Audit registrations will be offered at the discretion of the director with the approval of the council.
 - b) Only those companies that have never been represented at this Conference are eligible to attend via an audit registration.
 - c) All audit registrants will be in attendance on the same day as specified by Conference management.
 - d) Audit registrations are considered on a first-come, first-served basis.
 - e) All activities of audit registrants are coordinated by Conference management and may vary from year to year. Activities are published in the prospectus.
 - f) No audit registrations will be accepted on-site.
 - g) Audit registrants are required to attend a meeting prior to scheduled activities as published. Non-attendance will result in denial of permission to attend the Conference and no refund will be available.
 - h) No selling or distribution of company materials at any point during the Conference.
 - i) No commercial activities whatsoever.
 - j) Entrance to the exhibit area is restricted to the guided tour only.
 - k) CCRA reserves the right to deny access to any potential audit registrant.
 - l) Non-adherence to Conference policies shall result in an immediate cancellation of registration privileges with no refund and may jeopardize future participation in the Conference.

IV. MEMBER SERVICES

A. Awards & Honorary Designation

All awards or other such honorary or meritorious designation to be given in the name of CCRA, as well as, their criteria are subject to the review and approval by the CCRA council and may be amended or discontinued at the discretion of the council.

1. Council

- a) At the completion of his/her term, a gift of appreciation valued at approximately \$250 will be presented to the outgoing Council chair. In

addition, a \$250 charitable donation will be made on behalf of the chair to the organization of their choice at their institution.

- b) At completion of his/her term, a gift of appreciation valued at approximately \$100 will be presented to each outgoing councilor.
- c) Incoming councilors will be presented with a CCRA portfolio at their first meeting.

2. Committees & Task Forces

A gift of appreciation valued at approximately \$30 will be presented to each person at the annual conference and exposition.

3. Speakers & Presenters

A gift of appreciation valued at approximately \$20 will be presented to each volunteer speaker/presenter at the annual conference and exposition.

4. Letters of Recognition

Letters will be sent yearly recognizing each volunteer's contribution to the alliance. The volunteer may choose to whom the letter is written.

B. Publications

1. Surveys and Reports

All members will receive one complimentary copy of each survey or report in which they participate. Copies will be available to non-participants at the published rate as established by the director with the approval of the council.

2. Membership Lists

- a.) Two membership mailing list rentals will be available each fiscal year at no additional charge to each corporate member. Additional rentals may be available at the published rate as established by the director with the approval of the council.
- b.) One follow-up conference attendee mailing list rental will be available at no additional charge to each exhibiting vendor. All mailing lists may be requested on mailing labels or in electronic format as established by CCRA and are intended for a one-time usage.
- c.) Distribution and/or sale of membership lists based upon store size, geographic location or other criteria shall be left to the discretion of the director, except that there shall be no reference to individual store volume.

3. Directories

- a.) CCRA members shall have access to the membership directory via the CCRA web site.
- b.) Each conference attendee shall receive one complimentary copy of the attendee directory for the respective year. Non-attendees may purchase the directory at published rates as established by the director with the approval of the council.

4. CCRA Member Newsletter

- a) CCRA shall publish a member newsletter at least 10 times per calendar year. All members are encouraged to contribute to the newsletter.
- b) Each CCRA member shall receive complimentary subscriptions to the newsletter based on Sales Volume/Member Type as follows:

<u>Sales Volume/Member Type</u>	<u>Subscription</u>
Under \$500,000	1
\$500,000 - \$3 Million	3
Over \$3 Million	5
Corporate	5
Affiliate	1

5. Advertising
Advertising in any CCRA publications or communication vehicles will be available to CCRA corporate and non-corporate members at the published rates as established by the director with the approval of the council.

V. OFFICE ADMINISTRATION

- A. Dues
Dues shall be based upon sales figures converted to U.S. dollars and type of membership.

- B. Legal
 1. CCRA shall hold harmless any council member or managerial employee for any activity performed while serving the council on behalf of CCRA including legal fees in defense of any lawsuit.
 2. CCRA legal counsel comments regarding proposed Policy & Procedure amendments are to be made available to the proponent of the amendment and to each council member.

- C. Financial
 1. Overhead Allocation
Formulas for allocation of overhead expenses to NACS should be reviewed annually by CCRA management and the NACS independent auditing firm and adjusted, if necessary, to keep the allocations in line with actual expenses incurred, and in due regard to Internal Revenue Service regulations and standard accounting practices. The director for its edification shall report such formulas and their adjustment to the council.
 2. Fiscal Year
The fiscal year for CCRA will be April 1 through March 31.
 3. Financial Statements
Financial statements are to have appropriate footnotes in accordance with generally accepted accounting practices. Internal financial statements should be accompanied by a report explaining unusual entries, new items, or large variances from budget or prior years.
 4. Operating Budget
The director shall be responsible for submitting a fiscal year operating budget to both the CCRA council and the NACS finance and budget committee for approval.
 5. Auditors
A nationally recognized public accounting firm shall be retained as auditors contracted annually by NACS on behalf of the CCRA council, to thoroughly review the financial records of the Alliance every three years.

- D. Council & Committee Travel Expenses

1. Air Travel

- a) Travelers are required to request flights according to approximate arrival and departure time, rather than by specific carrier or flight number, in order to obtain the lowest available fare with logical routing for all trips. In general, lowest available fare is defined as the least costly fare available at the time of ticketing and may include one stopover or connecting flight. (This is not intended to limit travelers who may wish to arrange airfare using more than one stopover or connecting flight as savings and time permit.) In order to take advantage of available discounted fares, travelers are requested to make reasonable adjustments in their travel plans.
 - b) Travelers should make air travel arrangements as far in advance as possible to take advantage of special fare savings. Travelers should be aware that some discounts have travel restrictions and cancellation penalties; and therefore, good business judgment should be exercised.
 - c) A traveler's business trip may be extended an extra day to take advantage of a reduced airfare (i.e., Saturday night stayover). As a result, the traveler could incur additional expenses for meals and lodging. In so far as the reason for the stayover is for a business purpose (i.e., to reduce travel costs and save the organization money), it is therefore acceptable to consider these additional expenses to be reimbursable as long as the additional expenses do not exceed the savings.
 - d) Frequent flyer programs may be utilized as long as travel arrangements are made in accordance with the stated guidelines. However, extra costs incurred for the purpose of accumulating frequent flyer credits for personal awards are not reimbursable.
2. Ground Transportation
- a) The cost of public transportation is reimbursable and does not require a receipt.
 - b) Whenever practical, airport or hotel limousines should be the preferred method of transportation to hotels or meeting sites. A taxi is usually the most available and least time-consuming and should be considered as conditions warrant. A receipt is required for reimbursement for such expenses. Receipts are required whenever a charge, other than a reasonable tip, is incurred.
3. Meals and Entertainment
- a) Personal meals, including tax and tips, while on business are reimbursable for the actual or reasonable costs incurred. Travelers should select restaurants that are reasonably priced for the locality.
 - b) The standard meals per diem rate established by the IRS is \$30 per day (i.e., \$5 for breakfast, \$5 for lunch, \$20 for dinner). This rate may vary depending on the travel locations.
 - c) A traveler seeking reimbursement for personal meals, should submit an expense report (with receipts for all expenses) clearly indicating when and where the meal expense was incurred. The IRS (as does CCRA) requires a receipt for all expenditures over \$25. In addition, CCRA expects a receipt, whenever possible for all expenses under \$25.
 - d) Guidelines for personal meal reimbursement are as follows:

- (1) Breakfast will be allowed whenever the traveler is out-of-town the night before. Also, breakfast reimbursement is permitted if the incurred travel begins earlier than a normal breakfast and no meal is served on the transportation.
 - (2) Lunch will be reimbursed on all out-of-town assignments, provided that the trip begins before the lunch hour.
 - (3) Dinner reimbursement will be made when the traveler is away from home for the evening meal or does not return home until after the normal dinner hour and no meal was provided by the transportation company en route. As a general rule, an alcohol beverage before and/or with dinner is acceptable.
4. Combined Travel
- a) Whenever a traveler, for his/her convenience, travels by an indirect route or interrupts their business travel for personal travel, the additional expenses are to be the personal responsibility of that traveler.
 - b) If a meeting is held in conjunction with the annual conference and exposition, only those additional expenses not part of attending the conference will be reimbursed by CCRA.
5. Other Permissible Expenses
- a) Parking charges
 - b) Reasonable valet charges
 - c) Room service (provided that a meal is not part of a CCRA pre-arranged program)
 - d) An “occasional” movie in a hotel room
 - e) Hotel laundry charges (only if situation warrants it)
 - f) Personal telephone calls limited to one per day
 - g) Tips
 - h) Hotel internet connection fees
6. Non-Permissible Expenses
- CCRA’s policy is to reimburse travelers for all reasonable and necessary expenses incurred while transacting the affairs of the organization. However, there are specific types of expenses that are considered to be “personal” and are, therefore, not reimbursable.
- a) Cleaning, pressing, and laundry
 - b) Personal entertainment
 - c) Health club facilities
 - d) Airline and other trip insurance
 - e) Barber, manicurist, and shoe shine services
 - f) Membership fees in airline clubs
 - g) Gift shop merchandise
 - h) Health and beauty aids

i) Reading materials

E. Director

1. Legislative Positions
The director shall not take legislative positions on behalf of CCRA except by specific directions of the council.
2. Cooperative Liaisons
The director may proceed to cooperate with other informal, non-committee groups which might be organized within the CCRA membership for consideration and discussion of common problems.
3. Compensation
Compensation and performance review of the director of CCRA will be determined and conducted by an employee of the National Association of College Stores as determined by the chief staff officer.

- F. Management Agreement
1. CCRA may use space and facilities made available by NACS. These will be provided at or below market rates.
 2. Annually the CCRA executive committee and manager of finance and administration will review the management fee NACS charges the Alliance.
- VI. MISCELLANEOUS POLICIES
- A. Company Endorsement
1. The admission of a firm to corporate membership in CCRA does not constitute any endorsement of their product(s) or service(s) by CCRA.
 2. No councilor of CCRA or staff member may purposely have his/her name or picture used in advertising any company's products or services in any campus computer resale industry publication.
- B. Smoking
In an effort to promote a healthy, comfortable and productive environment for members, staff, and visitors at CCRA-sponsored events, the council has instituted a "no smoking" policy for all council and committee meetings, the CCRA Conference & Expo and all other Alliance events.
- C. Cancellation of CCRA Sponsored Events
CCRA reserves the right to cancel or limit the size of a program, workshop, seminar, meeting or conference prior to the start of the event and, in such an instance, will refund all registrations in full. CCRA does not, however, assume any liability for other related expenses that may have been incurred by a registrant for the canceled event.
- D. Mergers and Dues Payments
Whenever members merge their firms but operate each as independent entities and maintain separate sales and management organizations and trade names, they are required to pay dues, as they would have before the merger. Each company's priority points shall remain with the individual company.
- E. Use of CCRA Logos
1. CCRA corporate members may use the CCRA corporate member logo on stationary and promotional materials, including mementos of the CCRA Conference & Expo. The logo may not be used in a manner implying CCRA endorsement of a product or service, or on materials offered for sale.
 2. All other logos require the express written permission of CCRA prior to use.
- F. Public Relations
1. All statements to the press on behalf of CCRA shall be arranged by the director in cooperation with the chair and the Public Relations department at NACS.
 2. When personally contacted to make a statement on behalf of CCRA, all councilors are required to direct such activity to the director.
- G. Insurance
CCRA shall obtain appropriate insurance coverage with regard to the CCRA Conference & Expo and other like events. The director shall determine the amount of coverage.

The NACS Board of Trustees shall exercise authority over CCRA policies, services, programs, and budgets, including qualification for membership, unless these are otherwise stated in the NACS Bylaws.