C3: Community Relations

C: Corporate · https://milo.masseyservices.com/docs/c3-community-relations/

Section: Corporate
Subject: Community Relations
Approved by: Andrea Massey-Farrell
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Policy Owner: Sr. Vice President, Community Relations

Policy

Massey Services believes in the importance of being a contributing member to our industry and in the communities where we do business. For that reason, we provide donations of services, volunteers and contributions to charitable and other community-based initiatives, as well as to organizations and entities that promote the structural pest management and professional lawn care industries. Our Company also secures membership in organizations such as Chamber of Commerce, Home Builder Association, Real Estate Association, Restaurant and Hotel Associations to support the communities where we do business and to promote our business interests.

The following policy and procedure is designed to establish a simple yet effective manner for evaluating contributions and requests for membership in civic and business-related organizations.

PLEASE DO NOT SUBMIT REQUESTS THAT DO NOT MEET THE CRITERIA MENTIONED BELOW

Charitable Contributions - Funds

(including contributions in the form of advertising, sponsorship or direct donation)

Employees requesting a charitable contribution should submit a request to the Sr. Vice President, Community Relations utilizing the Charitable Contributions form. The request should contain the amount being requested, the reason for the request, and any additional information regarding either the specific contribution or the organization involved.

All requests should involve either a personal connection between the organization requesting the contribution and the employee submitting the request, or a business relationship between the person/organization making the request and our Company.

Charitable Contributions - Services

Request for donation of services should be submitted to the Regional/Divisional Manager of the individual submitting the request. The request should contain the specific service or services being sought, information regarding the person and/or the organization making the request and an estimate of both the actual and retail cost of the services being requested. Once approved by the Regional/Divisional Manager, the request will be submitted to the Sr. Vice President, Community Relations.

All requests for donation of services should involve either a personal connection between the organization requesting the contributions and the employee submitting the request, or a business relationship between the person/organization making the request and our Company.

Charitable Contributions - Volunteers

Requests for donation of volunteers should be initially handled at the Service Center level, and should be voluntary. Requests for volunteers during normal business hours should be kept to a minimum otherwise, requests should include provisions for team members to make up time spent volunteering during the same business week. Requests for volunteers beyond the manpower capability of a single Service Center should be submitted to Regional/Divisional Managers and should be addressed similarly to those on a Service Center basis.

All requests involving donations of volunteers should involve either a personal connection between the organization requesting the contribution and the employee submitting the request, or a business relationship between the person/organization making the request and our Company.

Organizational Memberships

All organizational memberships (i.e. Chambers of Commerce, Home Builder Associations, Hotel and Restaurant Associations, etc.) should be submitted through Service Center management to Regional/Divisional Management. Once approved by the Regional/Divisional Manager, the request will be submitted to the appropriate operational executive member.

Key to the approval of any request for membership in any organization is a clear and appropriate commitment on the part of a Company representative (Sales Inspector, Account Manager, General Manager ,Regional/Divisional Manager, Corporate Departmental Manager or Officer) to aggressively participate in the activities and programs of the organization. Also key to the approval of the request will be a clear and appropriate business benefit to our Company. Managers will monitor organizational memberships in their spheres of influence and will be responsible for validating ongoing participation.

Membership fees and other major expenditures will be appropriated through the individual regional budget. Ongoing activity fees (i.e., breakfasts, lunches, other networking activities, etc.) will be administered in accordance with normal business expense policies and procedures.

Industry Memberships and Activities

Our Company will support employee membership in appropriate Pest Management and Lawn Care industry organizations and educational or career development activities. Requests for support should be submitted with all appropriate supporting data through Service Center management to Regional/Divisional or Corporate Departmental management.

Key to the approval of any request for membership in any Industry related organization or activity is a clear and appropriate commitment on the part of the individual making the request to aggressively participate in the activities and programs of the organization. Also, key would be a clear and appropriate business benefit to our Company and/or a clear educational or career development benefit to the individual making the request. Managers will monitor activities in their spheres of influence and will be responsible for validating ongoing participation.

Membership and/or participation fees and other major expenditures will be appropriated through the Marketing Department. Ongoing activity fees, (i.e., classes, social events, other networking activities, etc.) will be administered in accordance with normal business expense policies and procedures.

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