

**ASSOCIATION OF WOMEN IN THE METAL INDUSTRIES  
Proposal Submission Form**

PR#   012   -   002    
Year        -        Seq. Nbr

Date of Proposal: 28 Dec 2011

**Proposal Title: Reciprocal Marketing Guidelines**

**Proposal Category:**

Change in Policy – Current policy section and page: Section N Page 10

Change in Bylaws -  International or  Chapter - Paragraph #: \_\_\_\_\_

**Proposal Description:**

- **Add Guidelines for creating Reciprocal Marketing agreements with AWMI supporting groups/organizations**

**Reason for Submission:**

- **New guidelines needed to address evolving AWMI marketing role.**

**Positive Implications for AWMI:**

- **Create consistency in the thought processes and ideas used to qualify a proposed marketing agreement, or to draft a future marketing proposal.**

Financial Implications:  Yes  No

(If yes, specify implications on International, Regional and Chapter levels)

**Supporting Information attached:**  Yes  No

**Originator Information:** (Individual, Board or Region)

Name: Mary E. Becker    Board/Region: International Marketing Chair, Chicago Chapter

**Phone: 765-225-9103    Fax: 765-364-5302**

Individuals, Chapters, Regional Councils – Forward this completed form to your Regional Director  
International Board Members – Forward this completed form to the International Vice President.

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Approval:  Date: _____ Signature: _____
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