

Strategic Planning & Corporate Communications Committee: The Strategic Planning & Corporate Communications Committee shall consist of not less than seven (7) members, including the Treasurer and Vice Chairperson who shall serve as Chair of the Committee. This Committee shall consist of an approximately equal number of Corporate/Trade Association and Educator Trustees, plus one each Practitioner and Public-at-Large Trustees, and two (2) persons, who need not be members of the Board of Trustees.

The Committee shall have responsibility for organizational, financial and membership planning. The financial planning responsibilities include establishing policies and procedures for AABI financial management and records. This committee shall be responsible for recommending the dates and locations of AABI's Annual and Mid-Year Meetings for approval by the Executive Committee.

It shall be the responsibility of the Committee to seek marketing initiatives which improve the total membership and which enhance the image of AABI worldwide. These initiatives include those which involve branding, outreach, credibility, industry acceptance, and educational quality. In addition the committee will provide a forum for issues regarding marketing to be reported to the Board, and to work with the President to actively promote the AABI to its various publics.