

DATE: April 29, 2025

TO: AWC Board of Directors candidates

FROM: Mayor Rob Putaansuu, City of Port Orchard  
AWC Past President & Nominating Committee Chair

RE: Campaign Guidelines for AWC Board candidates

In an effort to clarify acceptable campaign practices for AWC Board candidates, the Nominating Committee developed these guidelines. Please review and adhere to them throughout your candidacy.

### **Campaign guidelines**

1. The AWC Nominating Committee and Board of Directors encourages all candidates running for the AWC Board to employ the highest of campaign standards. A campaign shall be based upon the candidates' professional qualification to serve as a Board member and shall avoid disparaging comments, aspersions, personal denigration, or personal attacks on other candidates.
2. As directed by the AWC Nominating Committee, AWC staff will produce and distribute a summary of the Board of Director candidates, similar to a "voter's pamphlet." The pamphlet will be available on the AWC website and electronically distributed to the voting delegates. AWC does not endorse any candidate and is simply providing delegates with background information on each candidate. Each candidate shall complete the statement form and provide a photo by June 16, 2025. Candidate summaries will be made available to the membership on June 25, 2025.
3. During the AWC Annual Meeting, each candidate will have two minutes to personally address the membership. No electronic media (virtual presentation, prerecorded video, DVD, PowerPoint, etc.) may be used. If a candidate cannot attend the AWC Annual Meeting in person, the candidate forfeits their chance to speak. There is no proxy allowed for this speech.
4. AWC will not host any campaign statement or materials that include disparaging comments, aspersions, personal denigration, or personal attacks on other candidates. The Nominating Committee Chair has the authority to remove any statement or material that violates this guideline.
5. It is important that AWC remain neutral in all AWC Board elections. Lists of elected officials and/or voting delegates will not be made available to any candidate.
6. Candidate materials may not be posted on any of the convention center or hotel walls, doors, etc. If AWC is assessed any monetary penalty because of damage resulting from a campaign (i.e. tape on a wall), such penalty will be passed along to the candidate.
7. It is not acceptable for candidates or candidate representatives to hand out materials to conference delegates at any time at the AWC Annual Conference, including at the entrance to the AWC Annual Meeting. However, buttons and standard 8.5" X 11" flyers may be made available to conference delegates at a designated table.
8. Candidates may not use any graphic image close to the AWC logo or AWC's colors in their campaign materials. The Nominating Committee Chair has the authority to remove any campaign material that violates this guideline.
9. Candidates are not permitted to use the AWC staff room or AWC staff for campaign support.

For questions regarding these campaign guidelines, or the AWC Board election process, please contact Alicia Seegers Martinelli at [aliciam@awcnet.org](mailto:aliciam@awcnet.org).