



## **Certification for Long-Term Care CLTC® Board of Advisors Nomination and Selection Policy**

### **Mission & Purpose**

The CLTC® Board of Advisors (BoA) aims to provide strategic guidance to the Certification for Long-Term Care, LLC, (the "Company") executive team on the development and improvement of its CLTC® designation, training materials, and exam, as well as joining with the Company to promote professional, proactive extended care planning using the CLTC®-branded education and training resources.

The CLTC® BoA shall lend its expertise to advise and support the Company's management team in the following areas:

- Identify new topics and advising on direction for:
  - » Webinars
  - » CLTC® publications (e.g., CLTC® Digest, eBooks) by giving feedback on past issues and making suggestions for both subject matter and potential contributors / authors;
- Peer review; also help to identify peer reviewers and provide second opinions on papers
- Provide content by writing occasional editorials and other short articles
- Assist in approaching potential content contributors
- Identify appropriate conferences for the Company management team to attend
- Identify organizations who may benefit from involvement with CLTC® training and assist with introductions
- Endorse CLTC® training, publications, and events to authors, readers and subscribers

### **Other Responsibilities**

- Receive and react to reports on the state of the CLTC® designation and training efforts in a timely fashion
- Act as a sounding board to the management team about the development of the Company, which may include alliances, sponsorships, and other relationships
- Provide overviews of major trends or developments in the competitive environment
- Execute and adhere to the CLTC® BoA standard agreement providing for an at-will independent contractor relationship, confidentiality and non-disclosure or proprietary information and disclosure of conflicting duties to other persons or entities that may arise

### **About the Board of Advisors**

- The BoA consists of six members appointed to serve for overlapping terms of three years each.
- Appointments are made in December of every year to replace two seats.
- Potential Board members are nominated by their peers and approved by the Company. A call for nominations is sent to all CLTC® designees in November of each year.
- The Board ideally represents a variety of professional backgrounds, demographics and geographic locations with professions ranging from insurance professionals, financial advisors, CPAs, to attorneys.



### **Eligibility**

Board members are selected based on having expert relevant knowledge, industry networks and reputation to help attract outstanding professionals and to build the CLTC® image while building a foundation of much greater future success.

### **Compensation**

Board members serve without compensation.

### **Reimbursement**

Out of pocket expenses related to BoA activities are reimbursed when approved beforehand by the company

### **Meetings**

- BoA meetings are generally held once per quarter, with ad hoc communication between subsets of the BoA and the Company's executive team somewhat more frequently
- Full BoA meetings in person are not expected in the normal course of activities. When BoA meetings are held, participation can generally be by telephone or webinar and the Company strives to schedule them at mutually convenient times.

### **Time Commitment**

CLTC® BoA members are anticipated to spend about 2-3 hours per month in direct contact with the Company's executive management team and 4-6 additional hours of individual preparation and follow-up.

BoA members may be excused from the board if the time commitment becomes onerous, or if other circumstances indicate that it would be in the best interest of the Board member, CLTC®, or the Company

### **Publicity**

CLTC® BoA members names and biographies may be listed on the company's website under a section titled Board of Advisors, as well as other marketing materials as appropriate.

### **Affairs of, the Company, and CertiTrek**

CLTC® BoA members are not responsible for the business and affairs of the Certification for Long-Term Care, LLC, and its parent company CertiTrek, such as corporate conduct, financial monitoring and reporting, the hiring and evaluation of key executives, and legal compliance.