

Mission Statement

OPC Market Advisory Council Charter

Purpose

The OPC Foundation's Market Advisory Council (MAC) advises the OPC Foundation management on current and future market opportunities and in general, advises on the market direction of the Foundation.

Membership

Council Members (Participants) are nominated by the Executive Director and the MAC Chairman. The council is typically comprised of OPC member representatives. Each participant represents his company in the Council.

MAC members that leave their company may be removed from the MAC (decided by the Executive or Marketing Director).

MAC members need to follow the OPC Code of Conduct (<https://opcfoundation.org/about/working-groups/codeofconduct/>) and the OPC Antitrust Policy (<https://opcfoundation.org/opcf-antitrust-policy.pdf>). Participation in the antitrust online training is also required. Contact the MAC chairperson for instructions to do that.

Term

Council Members have no set term and are seated permanently. However it is recognized that over time a Council Member may not longer satisfactorily perform the required duties of the Council. In this case the President may recommend the removal of a Council Member.

Chairperson

The MAC is chaired by the OPC Foundation President, Vice President or a representative of a board member company. The chairperson does not vote unless needed to break a tie vote of voting participants.

Meetings

The MAC meets as needed, but at least quarterly. Meetings may be electronic or in person. In person meetings will typically coincide with other scheduled OPC meetings or events. Attendance at meetings is expected of all council members. Lack of attendance is grounds for dismissal.

Voting

Each voting member of the Council is allowed one vote on issues called to vote by the Council. Simple majority rules of those present will be used to determine the

outcome. For email ballots, all voting members of the Council will be considered "present".

Council Member Qualifications

Members from OPC vendors must fit into one of the qualifications

- be nominated as a valuable professional influencer and evangelist with deep knowledge in a specific market or a region
- be delegate of a joint working group developing information model for a specific market
- be delegate of an OPC Hub

Members must be visionaries with the responsibility of deploying OPC and other IT and automation applications in these regions and markets.

Typical titles are CEO, VP Marketing&Sales, Director Business Development. Members must be influencers with the responsibility of deploying OPC and other IT and automation applications in their enterprises.

Council Member Duties

- Champion and evangelize OPC within their company to insure timely and complete adoption.
- Publish one or more articles or papers on OPC per year.
- Advise OPC management on market opportunities.
- Attend all MAC meetings (Missing 2 of the prior 4 meetings is grounds for dismissal).

All duties must be performed satisfactorily by all Council Members. Lack of performance in one or more duties is grounds for dismissal as determined by the Executive and Marketing Director of the OPC Foundation.