

President and CEO Position Profile

This search is being conducted by



ASSOCIATION OPTIONS
ORGANIZATIONAL THOUGHT LEADERSHIP

On behalf of



Seeking Full-Time President & CEO of State-based association in Wisconsin

Compensation: Competitive salary; flexible and commensurate with experience and qualifications

Benefits: Benefits include a monthly healthcare allotment, cell phone, disability and life insurance

Budget: \$800,000

Relocation Assistance: No

Application Deadline: February 1, 2019

Send one PDF containing Cover Letter, Resume and Salary Requirements to
Recruitment@AssociationOptions.com

The Wisconsin Hotel & Lodging Association (WH&LA), with the support of Association Options, is recruiting and evaluating candidates for the position of President & CEO.

About WH&LA

Led by a 36-member Board of Directors, the Wisconsin Hotel & Lodging Association (WH&LA) is a non-profit trade association consisting of more than 600 hotels, motels, resorts, inns, bed & breakfasts, and lodging executives around Wisconsin. WH&LA also welcomes industry vendors, chambers of commerce, convention & visitor bureaus, colleges and college students specializing in a lodging or hospitality curriculum into its membership.

WH&LA employs a staff of five (5) led by the President & CEO. WH&LA retains a contract lobbyist, contracted finance administrator, and lodging legal counsel. Learn more at <http://www.wisconsinlodging.org/members-mission-profile>.

Mission: Advance Wisconsin's lodging industry through advocacy and the delivery of valued services.

Position Description

WH&LA is eager to identify a visionary, adaptive, and passionate executive committed to positively impacting the organization in terms of state and national awareness and safeguarding WH&LA's reputation as a resource and leader in the hospitality industry. The successful candidate will serve as the President & CEO, responsible to the Board of Directors for the effective conduct of the activities and business of the Association. The President & CEO recommends and participates in Board formulation of the Association's mission, goals, objectives, and related policies. Within that framework, the President & CEO plans, organizes, coordinates, and directs the staff, programs, and activities of the Association to assure attainment of the Association's goals.

WH&LA's goals are as follows:

- Advocate successfully to enhance and safeguard the lodging industry
- Deliver the benefits and services that advance and support a successful lodging industry in Wisconsin
- Achieve association excellence, relevance, and resiliency to strengthen our reputation as a respected industry leader

Essential Duties and Responsibilities

Within the limits of WH&LA's policies and bylaws, the President & CEO is responsible for, and has commensurate authority to accomplish, the following duties and responsibilities. The President & CEO may delegate portions of his/her responsibilities consistent with sound operations and staff competency, together with proportionate authority for their fulfillment. However, she/he may not delegate nor relinquish any portion of his/her accountability for results.

Administration

- Establish the organization and staffing structure for the Association's office and ensure the location provides an environment conducive to providing services that address the needs of the membership.
- Establish administrative policies and procedures for office functions, and direct all day to day administration of the Association, in compliance with current laws and regulations.
- Recruit, hire, train, manage, direct, reward, discipline, and terminate if deemed necessary all staff. This includes setting position descriptions, conducting performance appraisals, and determining compensation within budget.
- Oversee contracting, coordination, and accountability for the contract lobbyist, contracted finance administrator, and legal counsel services (when retained).
- Act as the Executive Vice-President of the Greater Milwaukee Hotel & Lodging Association, providing counsel and guidance on issues and overseeing the delivery of valued services to the Chapter by WH&LA staff.
- Prepare, propose, and administer the Budget. Oversee Accounts Receivables, authorization of all Accounts Payable payments, and review/ approval of monthly financial reports. Recommend and monitor the reserve fund and investments.
- Negotiate and implement contracts and agreements that protect the interests of the Association.

Board and Committee Support

- Support the operation and administration of the Board by advising and informing Board members as needed, preparing and distributing periodic (current monthly) Board reports and financial statements, and planning and implementing the meetings of the Executive Committee, Board, Committees, and Task Forces.
- Draft meeting agendas with approval by appropriate leaders, provide informative reports and proposals for consideration, provide on-site staff support, record proceedings when appropriate, and work with leaders to ensure membership involvement.
- Inform, advise, and support the Chairman of the Board and the Executive Committee on issues they need to address in a timely manner.

Advocacy

- Lead policy advocacy and lobbying efforts: analyze relevant issues, conduct research, strategize and implement legislative education, member engagement, and media plans as needed to protect and enhance the industry.
- Pursue and manage alliances and relationships with other organizations that support our advocacy efforts.
- Maximize the utilization of our contract lobbyist for assisting in monitoring relevant issues, strategy development, political connectivity, and much more to support our advocacy efforts.
- Oversee the PAC and Conduit funds growth, gain necessary authorizations, and determine the best utilization in supporting key campaigns in collaboration with the Contract Lobbyist, including attending fundraisers.
- Register as a lobbyist in Wisconsin, providing all necessary report submissions twice annually with the state. Author and deliver WH&LA testimony at hearings and meetings on select issues, in coordination with contract lobbyist.

- Author timely Capitol Insider publications for members, summarizing key reportables and engaging involvement as needed.

Communication/Representation

- Act as spokesperson for the Association. Address the media, make presentations to Chapters, local industry groups, and other organizations to represent the WH&LA and advance our views.
- Maintain good working relationships with related associations and organizations including but not limited to: the American Hotel & Lodging Association, Wisconsin Restaurant Association, Tourism Federation of Wisconsin, and the Wisconsin Department of Tourism.
- Participate in relevant national and state conferences, meetings, seminars, and training programs as authorized.
- Address and respond to sensitive inquiries, confidential information, and complaints as needed in an appropriate manner.
- Oversee all Association publications and communication materials.

Other

- Organize with staff, conduct, and oversee an annual conference, which includes programs, exhibits, and other events consistent with the objectives of the Association.
- Such other duties and tasks as from time to time may be assigned by the Board of Directors.

President & CEO Profile

The ideal candidate for this position will be an effective, tenacious, detail-oriented yet forward-thinking leader. She/he will bring a variety of experiences and attributes to the association including:

- An experienced and diplomatic leader with the ability to motivate, inspire and build an effective and collaborative team of staff, contractors/consultants and volunteer leaders.
- Ability to build and cultivate relationships and work collaboratively with various constituencies, including legislators and regulators, and to develop strategic allies in other associations.
- Excellent communication skills including the ability to articulate the value of WH&LA to its members, stakeholders and the community; skilled consensus-builder.
- Understanding of the importance of strategic planning and the ability to execute and implement an annual work plan to achieve the association’s goals and objectives.
- Ability to build (recruit & retain), lead and motivate an effective team of staff, volunteers and leadership
- Respectful, honest, transparent, and ethical leadership style

Qualifications

The President & CEO is committed to WH&LA’s mission and should have proven leadership experience. Concrete demonstrable experience and other qualifications include:

Required

- Must have strong written and verbal communication skills and be a persuasive and passionate communicator
- Must be comfortable speaking in front of professional groups
- Must be able to think strategically and critically, synthesize complex issues and information and manage change
- Minimum 5 years of management experience
- Demonstrated ability to plan organization-wide activities (setting objectives, developing strategies, budgeting, developing policies and procedures and organizing the functions necessary to accomplish the activities)
- Financial management, including budget preparation and implementation
- Must be legislatively savvy and have experience in navigating a complex political environment
- Proven track record of working successfully with a Board of Directors
- Experience managing a team of 3+
- Bachelor's degree or higher
- Must willing to commute to the WH&LA headquarters (currently located in Brookfield, WI)
- Willingness to travel to state and national meetings as approved by the Board of Directors

Preferred

- Tourism, travel, or hotel and lodging association or related experience
- Has served as a CEO, Executive Director or Chief Staff Executive of a non-profit or for-profit organization
- In-depth knowledge of the management process, especially as it applies to growth and long-term planning
- A record growing associations/businesses from a membership and value perspective
- Fundraising experience, including a successful track record in securing sponsorships and grants, and in building partnerships with sponsors and industry contacts
- Understanding of technology trends that could positively impact WH&LA
- Advanced degree, ideally MBA, MPA or similar
- Fundraising experience
- Holds CAE (Certified Association Executive)

Application

Please send one PDF application including cover letter, resume and salary requirements by February 1, 2019 to the search firm. If these items are not provided in their entirety by the deadline, your submission will not be considered. In the cover letter, please provide brief details stating how you meet the qualifications listed and how you can positively contribute to WH&LA now and into the future.

Association Options, Inc.

c/o Stacey Barnes

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