

POSITION DESCRIPTION
PRESIDENT AND CEO
WISCONSIN RESTAURANT ASSOCIATION
MADISON, WISCONSIN

THE ORGANIZATION:

Established in 1933, the Wisconsin Restaurant Association is a not-for-profit trade association dedicated to supporting the foodservice industry through advocacy, education and communication.

Restaurants are a driving force in Wisconsin's economy; restaurants and foodservice jobs represent 9 % of employment in the state and projected sales from Wisconsin's restaurants are \$ 8.6 billion for 2017. As such the Wisconsin Restaurant Association plays a vital role in representing diverse restaurateurs across the state including: fine dining establishments, mom-and-pop supper clubs, small cafes, fast food outlets, corporate chain restaurants, institutional food service operations, catering businesses and hotel and motel food services, to name a few. In addition to restaurateur and food service operators, WRA has hundreds of Supplier Associate Members that provide goods and services to the restaurant industry.

Inclusive in the association is the education foundation which provides such programs include: ServSafe® risk management, ProStart® program for high schools, scholarships and endowments and educational seminars. Another outstanding program is the Midwest Foodservice Expo which features hundreds of exhibits, unique competitions, exciting events, celebrated industry speakers and a variety of business seminars.

Comprised of 17 chapters, there is a staff of thirty with a \$ 3.5 million budget. For additional information visit the website at: www.wirestaurant.org

PURPOSE OF THE POSITION:

Reporting to the Executive Committee of the Board, the President and CEO is responsible for the effective conduct of the association; providing the leadership and overall direction of the organization.

He/she is responsible for the management of all technical, financial and personnel measures along with operational and administrative management, fund-raising/resource development and strategic planning.

Organizes, coordinates, controls and directs the staff, programs and activities of the Association in compliance with all pertinent laws and regulations, By-Laws, and Policies and Procedures.

He/she will serve as the primary face for the association responsible for developing relationships and raising support for the association.

Recommends and participates in Board formulation of Association mission, goals and objectives and related policies.

SCOPE OF RESPONSIBILITY:

The President and CEO will manage a staff of thirty with five direct reports: Executive Vice President, Vice President of Finance, Executive Director Education Foundation, Vice President Government Relations, and an Executive Assistant. The President will also oversee the activities of external consultants which includes: lobbying firms, financial and accounting services.

PRIMARY RESPONSIBILITIES:

Provides effective leadership through communication to restaurant organizations (members and non-members), their customers, the media, the legislative and executive branches of government, and society at large.

Acts as a spokesman for the hospitality industry and the Association, and promotes the Association to local, regional, national, and international constituencies.

Actively participates in membership growth, retention and engagement. Attends local chapter meetings to strengthen member relations and add member value.

Drives the planning process to advance the Association's mission and objectives both strategic and aspirational to ensure membership, revenue and profitability growth as an organization.

Directs and supervises the Association's operations to insure efficiency, quality, service and cost effective management of resources.

KEY RESPONSIBILITIES:

Leadership

Serves as a member of the Board of Directors and is the liaison between the Board of Directors and staff.

Provides oversight and management of the organization's resources (human, material, financial) in accordance with the organization's mission, values and consistency with Board policy.

Approves the Association operation procedures, policies and standards.

Reviews and presents activity reports and financial statements to measure performance relative to objectives, and revises objectives and plans in accordance with current conditions.

Represents management of the Association at the Annual Meetings of Members, Board of Directors meetings, and local/regional Chapter Officer Installations both on the state and national levels as appropriate

Participates in National Restaurant Association committees and Boards to the greatest degree possible.

Executes, in the name of the association contracts, documents and other instruments authorized by the association's Board of Directors.

Assures legal and ethical integrity of the Association and related entities.

Management/Supervision

The President organizes staff to achieve strategic and tactical goals of the association, and recruits, retains and manages staff to maintain a high level of enthusiasm and productivity.

Fosters a smoothly functioning, efficient organization that advances the organization's mission and strategic goals, adapts to meet new organizational opportunities and changes in the external context, integrates solutions, anticipates problems, effectively resolves disruptions, self-evaluates, and continuously monitors the improvement of internal systems.

Enhances an environment in which staff members experience commitment, trust, excellence, respect, collegiality, and enjoyment, opportunities for professional development, clarity, and purpose.

Develops, mentors and coaches staff and membership to achieve the following:

- An effective program of membership retention, new member development and membership services;
- An effective network of local/regional chapter organizations within the Association to expand its base and enhance its strength regionally;
- An effective communications program which is responsive to the needs of the membership including membership outreach and internal/external public relations;
- An effective government affairs program to represent the interest of the Association membership to the State Legislature, Congress and government agencies, as appropriate;
- An effective education program to advance the professional technical/managerial skills of the Membership;
- An effective annual convention which includes programs, exhibits and other events consistent with the objectives of the Association;
- An effective personnel program which includes position descriptions, performance standards, and an equitable compensation system.

Strategic Planning

Leads and develops the strategic planning process, guiding the association to the next level of growth.

Plans, develops, and implements strategies for generating resources and/or revenues for the Association's sustainability to include an annual budget, capital improvement budget and strategic long term plans.

Board Relations

Be accountable to the Board of Directors for the efficient and effective leadership and operation of the association. The President provides appropriate and timely information to the Board sufficient to make informed and effective decisions. Assists the Board Chair in guiding the Board and the association.

Coordinates and facilitates meetings of the Officers, Executive Committee, Board of Directors, as well as other Association committees and tasks force as needed.

Provides transparent communication to the Officers, Executive Committee, Board of Directors on Association related issues and concerns

Responsible for guiding the process for the recruitment and identification of new Board Members.

Membership Development, Retention and Growth

Expands the association's membership through planned and focused recruitment efforts.

Communicates to members on major issues and overall association happenings. Establishes, maintains and enhances relationships with the association's members and member organizations.

The President recognizes member's needs and develops responsive services.

External Relations

Identifies opportunities for geographic and industry expansion of the Association, and directs implementation of such activities.

Builds a fundraising network using products and services, personal contacts, direct mail, email, web marketing, social media and special events.

Promotes the Association through written articles and personal appearances at conferences and on radio and television.

Builds alliances and partnerships for impact and growth.

Represents the trade association at various functions, and when required, makes speeches and presentations.

Legislative Affairs

Works to expand the association's political and policy effectiveness. The President scans the political and public policy environment; provides direction to association members, committees, and the Board of Directors; regarding the political and policy community in the state and nationally.

Plays a significant external role for the association interacting with state and national governing bodies including but not limited to the Governor's Office and the Legislature.

Seeks support for the trade association's position on legislative and/or regulatory issues from legislature, government officials, and other constituencies.

Directs trade association responses to pending state legislation/ regulations in conjunction with business allies, contract lobbyists, and/or other constituent groups.

Represents the Association at Legislative Sessions, Committee meetings, and formal functions.

PERSONAL QUALIFICATIONS:

A demonstrated leader with an entrepreneurial spirit, the President should be a proven administrator with the ability to motivate, inspire and instill confidence in others. He/she should possess a service orientation combined with a business acumen.

Proven ability to provide creative strategies in establishing priorities needed to achieve the goals and objectives of the association.

Be a hands-on executive with enthusiastic and positive attributes and a creative pragmatist.

The successful candidate must bring “value-added” to the association and someone who can make a difference.

Candidates must have the backbone to make tough decisions along with demonstrated diplomatic skills and a proven ability to get along with all types of personalities and leadership styles.

Effective and inspiring written and oral communication skills; a confident speaker and has outstanding negotiating skills.

He/she should be a person of unquestionable integrity, honor and candor. The President should be a “thought leader” with a track record of integrating cutting edge programs and ideas.

He/she should be charismatic and creative; a catalyst with a vision who can create excitement and energy around the association’s mission and encourage others to support the organization.

A senior leader, the President should be comfortable working with a broad range of individuals and personalities to build strong working relationships.

The selected candidate should be an energetic self-starter, flexible and able to prioritize multiple tasks.

PROFESSIONAL QUALIFICATIONS:

Demonstrated ability to effectively manage an organization of similar size and complexity; including experience supervising staff and working with a Board of Directors.

History of successfully managing an enterprise, and delegation and leading of staff and constituencies.

Knowledge/experience of the restaurant, hospitality industry a plus.

Experience/knowledge of marketing and public relations; Ability to develop and grow business opportunities;

Ability to read and interpret financial statements;

Knowledge/experience in trade association operations, policies, and management.

Knowledge of the procedures, operations, and functions of the legislative and executive branches of the state, federal and local governments

Demonstrated success in generating revenues and finding new revenue streams for an organization.

Demonstrated management skills: specifically, a track record of success as a thoughtful, effective, team-oriented leader and manager of people with a demonstrated ability to develop and motivate staff.

A history of success in effectively relating to, leading and networking with people

Effective skills to lead the Association to continue to be a prominent state and regional trade association for the hospitality industry.

A proven decision maker with the ability to set priorities, manage, and implement them.

Demonstrated success as an effective communicator; highly skilled in strategic and operational writing and public speaking.

EDUCATION:

Bachelor's degree, preferably business administration or political science or equivalent experience.

COMPENSATION: Competitive Base Salary and Benefits Package

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The Wisconsin Restaurant is an Equal Opportunity Employer. The association encourages applications from qualified persons of every race, ethnicity, national origin, religion, sex, age, veteran status, sexual orientation, and disability.