

EXECUTIVE POSITION PROFILE

President / CEO

FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES



FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES, INC.

Cover letter and resume by December 31, 2013 to the search firm.

This search is being conducted by:

VettedSolutions

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Association of Executive Search Consultants
The Global Association for Retained Executive Search and Leadership Consulting Firms



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I. Overview

Vetted Solutions is recruiting and evaluating candidates for the position of **President/CEO** for the **Florida Society of Association Executives** in Tallahassee, Florida.

The Organization

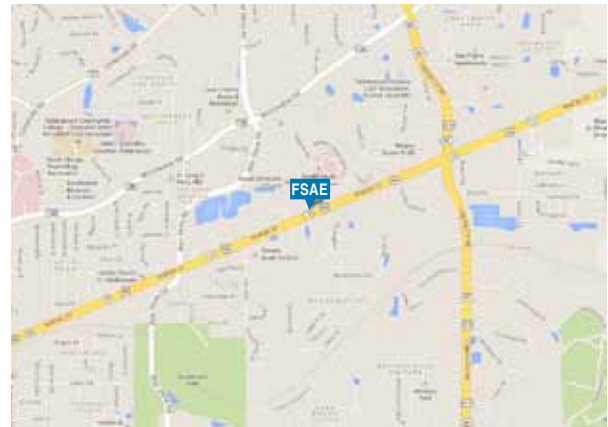
The Florida Society of Association Executives (FSAE) represents 800 members in the state of Florida. We are the only umbrella association for all associations in Florida that provides leadership training, professional development and certification for their employees. We host networking and educational conferences and events for our members throughout Florida. FSAE has roughly 400 supplier members and 400 members that are association executives. Our membership is primarily composed of decision makers at the CEO level and the second tier is at the C-Suite level (CFO, COO, CIO, etc).

The majority of association executives in the membership work for statewide associations based in Florida – about 9% of members are at national or international organizations.

Florida associations hold 47,000 meetings each year, drawing 3.6 million attendees. Their combined membership exceeds 1.5 million Floridians. These associations also employ 60,000+ Floridians, and spend more than \$1.7 billion dollars each year in the state of Florida. For businesses and advertisers who want to establish business relationships with not for profit organizations and associations, FSAE is the exclusive gateway to reaching their decision makers in the state of Florida. Association executives and other stakeholders look to FSAE as a trusted source of advice, research and to be a spokesman for the association management profession in Florida.

Office Location

The Florida Society of Association Executives is headquartered at 2410 Mahan Drive, Suite 2, Tallahassee, Florida 32308.



Online Presence

The Florida Society of Association Executives can be found online at:

www.fsae.org

FSAE also maintains a presence through social networks like on Facebook, Twitter, LinkedIn and online videos through YouTube.



II. Position Description

Scope of the Position

The **Florida Society of Association Executives** is eager to identify a dynamic **President/Chief Executive Officer** who is prepared to make a significant impact in the growth of value to members, donors, sponsors, advertisers, partners and other stakeholders. The next CEO's charge includes an opportunity to expand program relevancy, increase effectiveness, drive membership, and enhance FSAE's public image, resulting in an organization that is a leader in the field.

This person will serve as the President and Chief Executive Officer of FSAE, recommending and participating in the formulation of Association policies, procedures, positions and programs; administers and implements decisions made by the Board of Directors; and maintains effective professional staff performance to assure the attainment of FSAE objectives and services to member organizations. This person is also President/CEO of the FSAE Foundation Board of Trustees.

The successful candidate will be an experienced association executive who possesses substantial leadership and management skills. The candidate

must be outwardly focused on value to members and stakeholders, and inwardly focused on effective operations that lead to a healthy and vibrant organization. The candidate will ensure FSAE continues to deliver leading edge professional development opportunities. S/he will possess a history in previous association leadership roles of increasing membership, growing revenue, and controlling expenses. The selected candidate will have the ability to earn the trust and confidence of the FSAE and the Foundation Boards, their officers, and our members. We are seeking a highly organized, results-oriented individual and a team player who can operate productively and positively with a variety of constituencies.

The Ideal Candidate

Ideal candidates for this position will be highly professional, visionary, diplomatic, empathetic, passionate, innovative, and driven. CAE designation preferred, but not required. S/he will bring a high level of integrity and a variety of experiences and attributes to FSAE, including:

- Minimum five years senior level organizational and financial leadership and management experience in a similar-sized or larger nonprofit organization.
- Bachelor's degree.
- Proven track record of working successfully with a board of directors and developing effective governance models.
- Meeting and conference management experience.
- The ability to think strategically and critically, synthesize complex issues and information, and manage change.
- A record for building and managing strategic relationships with stakeholders.
- A record in growing organizations from a revenue and a value perspective.
- Commitment to and skill with member engagement and partnerships.
- Comfort with knowledge of database management, social media and online communities
- Successful track record with donations, sponsorships, partnerships and major gifts.
- An inspiring leadership style from a successful track record in managing, building and supporting a high-functioning interdisciplinary team of staff and volunteers.

- Fluency in financial management of organizations
- Knowledge of the laws affecting not for profits and associations and foundations is a plus.
- Eloquent and inspiring written and oral communication skills.

Key Responsibilities:

Responsibilities fall into five broad areas for both the Florida Society of Association Executives and the FSAE Foundation, all of which are vitally important:

Service to members, donors and mission

- Serves as FSAE's leading advocate for Florida's association management industry.
- Develops close relationships with members to gain the greatest possible understanding of their needs.
- Promotes interest and active participation in the Association's activities among the membership, and reports on projects of the Association through its communications media.
- Maintains close contact with the American Society of Association Executives and the Allied Societies Alliance (ASA). Works closely with the ASAE on federal legislative and regulatory matters and acts as FSAE's formal liaison with the ASAE to coordinate state association efforts in this area.

Organizational leadership

- Serves as President/CEO of FSAE's Foundation; supports and serves on Board of Trustees
- Develops the strategic vision and plan for the organizations, in conjunction with the Boards, and leads the implementation.

- Develops and administers employment policies, procedures, goals and objectives.
- Plans, formulates and recommends, for Board of Directors approval, basic policies and programs to further the Association's objectives.
- Reviews Association activities and ensures that such activities support stated goals and objectives.

Engagement with the Board of Directors

- Insures that the FSAE Board of Directors is kept fully informed on the conditions, activities and operations of the Association and pertinent factors influencing them. Participates in all meetings of the FSAE Officers, Board of Directors, Audit & Finance Committee and Nominating Committee.
- Proactively brings strategic planning input and options to the Board for its consideration, analysis and decision.
- Executes and implements all decisions of the Board.

Compliance and stewardship

- Maintains a complete understanding of Association policies, budgets, activities and plans.
- Maintains personal professional development.
- Assures compliance in all necessary areas.

Promotion of the association management industry's image

- Serves as FSAE's spokesperson with the news media and public relations partners, actively seeking opportunities to advocate FSAE's goals and objectives, to enhance the image of the industry, and to promote the important impact of associations to the overall economy.

III. Organization Review

Florida Society of Association Executives (FSAE)

The Florida Society of Association Executives believes that professional development should be personally and professionally rewarding. The educational and networking activities are leading edge and always include first-class speakers. As importantly, it's the relationships within the association industry and with those that support our community that create and strengthen the FSAE family.

FSAE is a small organization with a big reach and a big heart. Our staff is comprised of five dedicated individuals that personally assist Executive and Associate members and service providers. Founded in April of 1959, FSAE began with a handful of association executives that decided to share ideas

and network on a regular basis. Beginning with 32 members, FSAE has continued to grow and expand its reach to the approximately 800 members we have today. The association has a \$700,000 budget. [*Click here*](#) to learn more about membership in FSAE.

FSAE Values

- Excellence in leadership
- Innovation and initiative to ensure growth and vitality
- Member success
- Personal and professional development
- Connecting professionals

FSAE Mission Statement

Success for our members and our profession through Connecting, Learning, and Leading.

FSAE Vision

Association Management has its own challenges and complexities. It's helpful to be able to learn from others that have the same difficulties and experiences as you. The Florida Society of Association Executives (FSAE) fosters that collaboration through networking and educational events, online communities and best-practice resources. Whether you are the CEO of an association, the front desk person or anyone in between, FSAE helps you

connect and learn as you strengthen your career and your organization.

We believe that professional development should be fun through educational and networking activities. But it's the relationships within the association industry and with those that support our community that create and strengthen the FSAE family.

Membership

FSAE advances its members and the association profession through a community of knowledge sharing, education, advocacy and business modeling. Definitions for each recognized membership category is below.

- **Association Executive Members** – Executive membership shall be available to any individual who serves as the executive or staff member of local, state, regional, national, or international trade, professional, technical, federation, business, charitable foundation or other voluntary membership association. Executive members shall be entitled to all rights and privileges of membership.

- **Associate Members** – Associate membership shall be available to a firm or corporation (individual office or individual property) or to any individual consultant engaged in selling, marketing, and/or promoting products or services to associations. Associate members shall be entitled to all rights and privileges of membership, except that their voting rights shall be limited to voting for a qualified individual from within this membership classification to hold office as Director-at-Large as provided elsewhere in these bylaws.
- **Retired Members** – Retired Membership shall be available to persons who have retired from all employment in the association management or related field, and who shall remain retired from gainful employment in any way connected with association management.
- **Student Members** – Student membership shall be available to any student actively enrolled in an accredited college or university.

Membership Benefits

- An Incredibly Popular Annual Conference “Connect. Learn. Lead.”
- FSAE Foundation’s Big Silent Auction – Hot Deals, Cool Bargains
- CEO-Only Events – peer to peer confidential conversations/problem solving
- Foundation Executive Series luncheons – education & networking
- Think Tank – symposium of association leaders to generate new ideas
- Volunteer on FSAE and Foundation Committees – have fun and help us succeed
- Publications: Source magazine, Resource directory, Economic Impact Survey, White Papers
- Monthly FSAE-zine – timely information on events, issues & ideas
- Career Headquarters: find a job – post a job or post a resume
- Advocacy that protects associations from unnecessary regulation

- Scholarships for FSAE members through our Foundation
- Association Meeting profiles to identify association conference needs
- FSAE web site - www.fsae.org – I am FSAE, Tool Kits, News, Events, Social Networking, Information
- Member Mailing list rentals – for effective marketing to FSAE members
- Multi-level Sponsorship and Advertising Opportunities – visibility for your group with the association marketplace

FSAE Board of Directors, 2013-2014

- **Eleanor Warmack, CAE – Chair**
Executive Director, FL Recreation & Park Association
- **Janegale Boyd – Chair-Elect**
President/CEO, FL Association of Homes & Services for the Aging
- **Al Pasini, CAE – Treasurer**
Executive Director, Al Pasini Consulting
- **Gregory Brooks – Secretary**
Executive Director/COO, AMC Source
- **John Ricco, CAE – Immediate Past Chair**
Chief Staff Executive, Partners in Association Management, Inc.

Directors At Large

- **John D. Clark JR., CAE**
Executive Director/CEO, BISCI: A Telecommunications Association
- **Connie Galietti, JD**
Executive Director, FL Psychological Association
- **Marsha Kiner**
Associate Executive Director, Assn of FL Colleges
- **Rachel Luoma**
Chief Staff Executive, Partners in Association Management, Inc.

- **Richard Miseyko, CMP, CMM**
President, XSite and Site Search, Inc.
- **Rusty Payton, CAE**
COO, FL Dental Association
- **Ted L. Smith, CAE**
President, FL Automobile Dealers Association
- **Eric Szymanski**
Sr. Sales Manager, Disney Destinations
- **Stephen B. Trickey, CAE**
EVP, COO, Associated Industries of FL
- **Jim Ayotte, CAE**
Executive Director, FL Manufactured Housing Association

FSAE Staff

- **Adrian Amos**
Marketing, Communications & Technology Manager
- **Paige Graham**
Office Manager
- **Summer McKanstry**
Director of Education & Events
- **Hester Ndoja, CAE**
Director of Membership & Development

The FSAE Foundation

Philanthropy and education are among the most powerful influences working to shape the future of society. The FSAE Foundation integrates philanthropy and education in a unique way to help shape altruism and excellence in association professionals and to promote best practices in the association management industry in Florida.

The FSAE Foundation is a 501(c)(3) organization separate from the Society. It was founded in December 1984 with the purpose of enhancing the Society's programs and services through education, research, scholarship and certification initiatives.

The FSAE Foundation continues to be supported entirely by voluntary, tax-deductible contributions and grants.

The mission of the FSAE Foundation is to support education, research, professional development, publications, and public relations efforts for the association management professional.

Through the research we fund from donations, we contribute to public understanding of the power of associations as an economic driver and support the industry and profession.

The FSAE Foundation Vision

Through being a bellwether in the field of nurturing leaders in association management, the FSAE Foundation will develop engaged and qualified professionals whose use of best practices and standards of excellence benefit all in association management and its supporting industries.

The FSAE Foundation Board of Trustees, 2013-2014

- **Jim Ayotte, CAE – Chair**
Executive Director, FL Manufactured Housing Association
- **Deborah Boza-Valledor, CIPS – Chair-Elect**
COO & Chief Marketing Officer, Miami Association of Realtors
- **Jaime Caldwell – Treasurer**
Vice President, SFL Hospital & Healthcare Association
- **Timothy Bell – Immediate Past Chair**
Director of Account, Development, Worldwide Sales, Hyatt Hotels and Resorts
- **Kathy Anderson, CAE**
Director, North American Advocacy Institute of Internal Auditors

- **Gayle Carson**
President, Internet Association of
Information Marketers
- **Erin Daly**
Legislative Assistant, Public Affairs Consultant
- **Carolyn Fazio, ECAM**
Sr. Strategist / CEO, Fazio International, Ltd.
- **Sue Fern**
President, Association Services
- **Marsha Kiner**
Associate Executive Director,
Association of Florida Colleges
- **Chip Minick**
Area Sales Manager, Hutchinson Island
Marriott Beach Resort
- **Al Pasini**
Chief Operating Officer, LeadingAge Florida
- **Eleanor Warmack, CAE – FSAE Board Liaison**
Executive Director, Florida Recreation
& Park Association

About Vetted Solutions

Vetted Solutions is a Washington, D.C.-based executive search firm specializing in association and nonprofit recruiting and consulting. We focus on senior staff and CEO positions with trade associations, professional societies, association management companies, nonprofit organizations, and those organizations that serve them.

Cover letter and resume by December 31, 2013 to the search firm.

This search is being conducted by:



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