



## **POSITION PROFILE**

<b>Organization:</b>	<b>Central WA Fair Association (CWFA)</b> ( <a href="http://www.fairfun.com">www.fairfun.com</a> )
<b>Position:</b>	President/ CEO
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<b>Location:</b>	Yakima, WA
<b>Reports to:</b>	Board of Directors
<b>Direct Reports:</b>	Assistant General Manager, Controller, Agriculture Department Manager, Marketing Manager, Executive Assistant

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### **ABOUT CENTRAL WA FAIR ASSOCIATION – MISSION AND VISION**

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#### **Mission Statement**

Facilitate commerce, education and leisure activities through production of the annual Central Washington State Fair and promotion and/or production of enterprise and public events throughout the calendar year with a commitment to:

- Preserve historical qualities and values of the site and facilities.
- Strategically improve land use, facilities and infrastructure that respond to emerging markets and production demands.
- Administer a business plan focused on market penetration, economic performance, public service and self-sufficiency.
- Produce or support diverse events including, expositions, conferencing, trade, entertainment, sports, and education
- Provide a safe, secure, friendly, and enjoyable environment.
- Extol the participation of social, civic and public groups and individuals.
- Build on established traditions for future generations.

## **Vision**

To be a premier multi-use showcase with emphasis on agricultural industries and grow State Fair Park production capacity as a regional events and entertainment center.

- Protect traditions, production and economic development values.
- Maintain mission while enhancing production based on defined needs.
- Facilitate agriculture as a core principle without limiting strategic development or impeding full production capacity of State Fair Park.
- Implement a progressive capital improvement program facilitated by empowerments to the Central Washington Fair Association that provide for, and support, a leading-edge approach to overall operations.
- Ensure that quality and imaginative production experiences remain core values for the development and operations of State Fair Park.

## **ABOUT THE COMMUNITY**

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The Yakima Valley in Central Washington State offers a tremendous quality of life with 200+ days of sunshine a year and access to year-round outdoor activities. Yakima County is one of the first majority minority counties in Washington State and thus positioned to set the standard for inclusive community engagement. The personal, professional, and educational opportunities are great for families and singles alike because the Yakima Valley is home to several institutions of higher learning, a burgeoning healthcare sector, a vibrant arts community, and expanding private industries. This is place where you can make an impact. There is tremendous potential in the tenacity, innovation, and grit of the people of the Yakima Valley and the Yakama Nation to achieve positive change and success for all residents.

## **POSITION SUMMARY AND PURPOSE**

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The President/CEO of Central WA Fair Association is responsible for oversight and management of the ongoing operations of the organization, including both internal and external related activities. He/she has a passion for the fair industry and is a visionary for the continued growth and development of State Fair Park, who will spearhead the implementation of the strategy created in concert with the CWFA Board of Directors. The President/CEO oversees the planning, organization, implementation, and coordination of programs, community outreach, public and employee relations, fundraising, marketing, staffing, facilities, budget, and financial performance of the Association. He/she ensures the effective administration of all day-to-day operations of the organization and that policies and procedures are followed.

## **POSITION RESPONSIBILITIES INCLUDE THE FOLLOWING:**

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### **Visionary Leadership and Strategy:**

- Provide inspired leadership to promote CWFA's mission, vision and core values.
- Demonstrate vision, continuously looking for new programs, trends, and opportunities of unusual promise that will nourish and strengthen the diverse, multi-cultural population of the Yakima Valley and beyond who utilize State Fair Park.
- Encourage a positive and productive organizational culture that promotes collaboration among partners, board members, other volunteers and staff.
- Create CWFA's annual business plan with measurable outcomes, programmatic and fundraising strategies, budgets, and staff planning to ensure impact and success.

### **Board Relations:**

- Establish and maintain a strong, engaging relationship with a robust and diverse board of directors.
- Work in conjunction with the Board of Directors to develop, implement, and maintain the mission and vision of CWFA, in conjunction with a jointly developed strategic plan.
- Communicate transparently and closely with the board and serve as the strongest link of communication between board members, staff, volunteers, and the community-at-large/other stakeholders.
- Ensures that the Board is consistently kept fully informed on the condition of the organization and the important factors influencing it.
- Engages Board members in constructive dialogue, providing updates, and soliciting feedback.
  - Serve as ex-officio member of all CWFA Board Committees: Executive, Governance, Finance, Long-Range Planning

### **Community Engagement and Relationship Management:**

- Continue to leverage and elevate the visibility of CWFA (locally, regionally, and nationally) while supporting the initiatives and needs of the local community.
- Serve as the organization's chief spokesperson, including media interviews, community groups, legal bodies, etc.
- Manage difficult or emotional customer situations; responding timely and appropriately to achieve a positive outcome for the organization as a whole.
- Maintain active membership and strong presence in professional organizations, community groups, and other spaces relevant to the work of CWFA and its mission.
- Regularly review professional journals, local and national news sources, and other current resources for information that will be relevant to CWFA's mission, programs, services, governance, etc.

- Ensures a consistent, clear and effective public presence and brand messaging for CWFA and all its present and potential constituents throughout the region and nationally.
- Represents CWFA at a wide range of public meetings, events, and other venues and works collaboratively at the regional and national levels to advance the mission of the organization.
- Oversees the marketing efforts to present CWFA as a leader and collaborator in our region.
- Creates and maintains positive relationships with key people and organizations that CWFA supports in carrying out its goals and long-term strategies.
- Maintain connections to elected officials(county, city, state) and special interest groups, staying apprised of legislative initiatives of impact to CWFA.

#### **Operational Oversight and Financial Management:**

- Develop a diversified revenue stream to support year- round operations and programs at State Fair Park, with an eye toward supporting the organization's growth and long-term fiscal security and sustainability.
- Oversee the fiscal activities of the organization including budgeting, reporting, audit and other guidelines according to laws and regulations, as well as technology and business systems (oversight, update, maintenance) and human resources needs based on the configuration of staffing.
- Identify and manage the principal business risks of the organization; implement and manage appropriate systems and procedures to mitigate risks.
- Provide staff leadership as it relates to 1) the budgeting process, 2) the timely and accurate reporting of the organization's financial position, 3) sponsorships, grants and other fundraising activities and 4) maintaining effective fiscal controls and policies.
- Embrace an attitude of 'continuous improvement', evaluating operations and efficiencies and changes which can heighten quality and results of CWFA.
- Lead the organization in developing and observing safety and security measures, as it pertains to physical plant, equipment and other materials utilized at State Fair Park.

#### **Personnel Management:**

- Lead, develop, and build a highly effective, productive, and diverse professional staff that provides exceptional support to all the organization's stakeholders.
- Creates a positive, collaborative organizational culture, guiding cross-team and cross-organizational efforts.
- Creates and maintains a healthy work environment that attracts, retains and motivates a diverse staff of highly performing, team-oriented people.
- Provide CWFA staff with assistance in strategy development, outcomes-based goal setting, implementation timelines, evaluation guidelines, and budgeting. Ensure a

positive work environment; facilitate employee relations, and effectively resolve employee conflicts and grievances in a timely manner.

- Promote and encourage professional growth and development of staff through education and training opportunities as appropriate.
- Ensures the organization has diverse staff with skills and strengths appropriate to the requirements of strategic direction and operations through effective hiring, ongoing staff professional development, performance management with fair compensation, policies, and benefits.

## **PERSONAL TRAITS AND ATTRIBUTES**

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- An innovator- one who naturally exudes creativity in charting the future course of the organization
- Naturally “results oriented/get it done/doer” personality.
- A charismatic leader, able to engage and inspire and positively influence a wide range of people with varied perspectives and personalities.
- Superior written and verbal communication skills with equal aptitude speaking to an individual or to a large audience.
- A collaborator who will engender trust, cooperation and engagement of partners with whom a greater collective whole can be achieved for the good of the community- a ‘spark plug’ personality!
- A well-nuanced listener, able to assimilate information quickly and take appropriate action.

## **INITIAL EXPECTATIONS**

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- Develop strong partnership with CWFA’s Board and staff, gaining full understanding of existing expertise.
- Engage in the process of building strong relationships and broad-based partnerships with other local and regional entities for the benefit of broader utilization of State Fair Park.
- Leverage existing and develop additional collaborative relationships with external partners to enhance CWFA’s leadership role, regionally and nationally.
- Evaluate the existing organizational structure to determine what is most effective for CWFA as the organization grows and expands

## **THE QUALIFIED CANDIDATE**

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CWFA is in search of a dynamic, energetic, entrepreneurial, and visionary leader to help propel the mission of the organization forward and further establish it as a vibrant community partner. He/she will bring a genuine commitment to the community coupled with experienced leadership and an executive-level skill set. The ideal candidate will have effective relationship-building and interpersonal skills, board leadership development and management, background in large scale events and/or entertainment/amusement industry, a passion for best practices in management, and a strong financial acumen.

## **SEARCH CRITERIA**

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### **Required:**

- Bachelor's degree and a combination of professional and life experience that enable the President/CEO to be a leader in the Yakima Valley community to expand the reach of CWFA.
- Minimum of 10 years senior leadership experience and proven track record as a visionary.
- Passion for and experience with the Fair/Amusement industry and/or broader entertainment and events background.
- Demonstrated leadership and strategic thinking capacity – and the ability to inspire and motivate others toward a shared vision.
- Proven managerial aptitude to continue growth and development of a dedicated and capable staff.
- Proven record of sound financial management with the ability to review and understand financial reports and operational analyses.
- Prior experience working for and interacting with a skilled and passionate volunteer Board, as well as a variety of other volunteers.
- Understanding of and ability to navigate, engage and influence legislative and political initiatives that impact CWFA
- Occasional regional and national travel.

### **Desired:**

- Advanced degree – nonprofit leadership, business or other related discipline.
- Knowledge/experience working with commercial real estate and the complexities of contracts, leases, facilities, etc.

## **COMPENSATION PACKAGE**

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A competitive salary and benefit package commensurate with similar positions in the regional nonprofit community.