POSITION OVERVIEW

PRESIDENT

GREATER GENEVA LAKE AREA CHAMBER OF COMMERCE & LAKE GENEVA AREA CONVENTION & VISITORS BUREAU

(Lake Geneva, WI)

ABOUT THE GREATER GENEVA LAKE AREA

The City of Lake Geneva is located in Southeastern Wisconsin, 10 miles north of the Illinois state line, 75 miles NNW of Chicago and 45 miles SW of Milwaukee. Recognized as "One of a Dozen Distinctive Destinations" in 2009 by The National Trust for Historic Preservation, it sits on the eastern shore of Geneva Lake in Walworth County.

Lake Geneva is an all-season rest, romance and recreation destination. It is one of the top tourist destinations in the state of Wisconsin. Geneva Lake is approximately 26 miles in circumference and has three public beaches, boat tours and a walking path accessible to the public. Water sports include waterskiing, wakeboarding, sailing, parasailing, kayaking and stand-up paddle boarding. In the winter, Geneva Lake has ideal conditions for ice boat regattas.

The area has dozens of annual events, ranging from festivals to art fairs, concerts in the park and food-centric events. The Chamber organizes an Oktoberfest celebration during Columbus Day weekend, as well as the annual Winterfest and U.S. National Snow Sculpting Competition in February.

The area has several full service resorts, numerous hotels, motels, bed and breakfasts and vacation rentals. Lake Geneva's quaint downtown boasts many upscale shops as well as restaurants that offer outdoor seating in the warmer months.

Key Statistics:
- Population: 7,689 (2010 Estimate)
- Area: 5.8 Sq. Miles
- Homes: 3,757

To learn more about the Geneva Lake area please visit: www.lakegenevawi.com & www.lakegenevawi.cc

SearchWide™ Position Overview – President, Geneva Lake Area Chamber of Commerce & CVB Position

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ABOUT THE CHAMBER OF COMMERCE & CVB

The Geneva Lakes Area Chamber of Commerce was formed in 1937 and is a membership based association comprised of businesses & professionals who have joined together to serve as the "unifying force" which supports the interests of commerce and the Geneva Lake area community. The area's economic well-being is directly related to the caliber of work done by the Chamber.

The Chamber's mission is to advance the commercial, civic and economic interests of the Geneva Lake Area to its potential.

Benefits and Objectives of the Chamber include:

A. The Chamber is based on voluntary membership by businesses and individuals in the area, who first and foremost look to the Chamber to achieve goals which cannot be achieved by individual businesses.

Examples include:
- Area promotion/advertising/public relations
- A business voice in local/state/national decision making
- Long term area goal identification
- Identify and correct area problems
- Develop business and industrial opportunity
- Establish and promote an area identity
- Establish a data bank of current, correct and understandable information
- Work with the local, state and national public sector.

B. Secondary, the Chamber seeks through application of primary benefit programs to establish direct tangible and identifiable value to the Chamber of Commerce memberships.

Examples of these activities include:
- Publication and distribution of business directories of members only.
- Maxwell Street Days / Moonlight Madness sales, etc.
- Call Three Network and Retail Theft Network.
- Business referrals (restaurants, shops, services, motels)
- Social Networking
- New business greetings and photo sessions
- Member brochure distribution at the information center.
- Maintenance of a full time information center / Nationwide 800 lines.
- Business assistance (establishment, marketing, brochures, hours etc.).
- Area beautification (lakefront, city entrances, downtown, parks).

In addition, the Chamber's collective credibility has been lent to a number of specific causes which, as a consequence have resulted in the establishment of:

Convention & Visitors Bureau
As a division of the Chamber, the Bureau focuses its' efforts on the promotion of the tourism industry. In that capacity, they organize Winterfest, place advertising, host travel writers, generate publicity, and give the public the information they need to choose Lake Geneva as their travel destination.
Downtown Lake Geneva Business Improvement District
The BID was created by the City of Lake Geneva at the request of downtown businesses. The BID enabling state legislation is clear on the structure, met hold of operation and activities a BID can undertake. In Lake Geneva, the BID has enhanced the appeal of Downtown Lake Geneva through streetscape improvements, sponsored events such as Oktoberfest, placed advertising, and influenced decisions involving the downtown area. The goals of the BID operating plan are:

- To enhance downtown through advertising, special events and promotions
- To continue the street improvements program of light, benches and trash receptacles
- To administer the compliance of the BID through state Law

The BID is administered by the Chamber Executive at no cost to the BID in order to maximize the BID's effectiveness.

Geneva Lake Development Corporation
The Development Corporation was established as a private entity designed to work with the public sector to maintain and enhance the City of Lake Geneva. The Development Corporation works with a Board who has retained the services of an Executive Director to administer the corporation's Program of Work. Previous and current projects include advertisements of commercial and industrial sites and continuing development of the business park.

 Beautification Committee
The mission of the Beautification Committee is to survey and evaluate properties and locations for the purpose of developing beautification recommendations in keeping with the historical heritage and natural beauty within the city of Lake Geneva. Recent projects include the sale of bricks in Front to the Riviera and stone wall signs at the entrances to downtown of Lake Geneva.

By working under the Chamber umbrella, significant progress in these areas have been made which otherwise would not have happened.

How the Chamber is structured:
A Board of Directors governs the Chamber and is the policy making body of the Chamber. Its members represent the business and professional leadership of the community. The Board consists of 12 Chamber members. The chairman chairs the monthly meetings, which occur on the 3rd Wednesday of each month at 7:30 a.m. at the Harbor Shores Hotel. The Executive Committee consists of the Chairman, Vice Chair, Treasurer and President, and 2 additional Board members as designated by the Board. The Executive Committee exercises the powers of the Board between Board meetings.

A professionally trained staff manages the day to day operations of the organization's business affairs and maintains all member benefits. The President reports directly to the Board of Directors.

The Chamber has several subcommittees, which are responsible to report activities on a monthly basis to the Board of Directors. The Ambassadors are such a committee.

As the Ambassadors are part of the structure of the Chamber, the group will follow Chamber protocol and directions provided by the Board of Directors.

How the Chamber is financed:
The Chamber is financed through dues assessed to the Membership, as well as Chamber events, programs, publications and government contracts.
POSITION SUMMARY

To provide executive leadership to the Chamber and CVB in the fulfillment of its mission and develop strategies towards a successful and financially stable future. This position will work directly with two - (10) member Board of Directors on policymaking and strategy for the organization and will serve as the primary spokesperson for the organization.

ESSENTIAL JOB FUNCTIONS

- **Strategic Planning:** In conjunction with the Boards and staff, develop and implement a strategic plan and annual program of work that will advance the Chamber and CVBs mission. The President will oversee the design, marketing, promotion, and delivery of the Chamber and CVBs programs as well as evaluate the effectiveness of them and make changes where needed.

- **External Relationships:** Build and maintain strong relationships with groups that share common goals with the Greater Geneva Lake Area Chamber of Commerce. The Chamber President will work to cultivate those relationships within both the public and private sector to ensure the business and hospitality communities have a voice in pro business issues.

- **Administration and Staffing:** Build a highly energized team of employees, engaged in the mission and success of the Greater Geneva Lake Area Chamber of Commerce. The President will actively motivate and lead the employees of the organization in order to elevate the quality of the Chamber's initiatives. The President is responsible for managing the human resources of the organization according to the personnel policies and procedures. The President is responsible for developing and effectively managing an annual budget; ensuring financial soundness, transparency, and overall fiscal responsibility. The annual budget should be presented to the Board by November 1st.

- **Board Relations:** Build and maintain strong relationships and communication with the Chair, Executive Committee, and Board of Directors of each board. The President will actively work to engage the Board of Directors and provide up-to-date information for all Executive Committee and Board meetings. The President will actively identify business leaders for future Board of Director opportunities.

- **Public Policy:** In conjunction with the Board of Directors the President will create a public policy statement for Greater Geneva Lake Area Chamber of Commerce. The President will be responsible for collaborating with other local and state chambers to leverage and maximize our influence on pro-business and hospitality issues.

- **Membership Development and Retention:** Be the catalyst for membership recruitment, development, and retention. Along with others, the President will work to interpret and analyze the needs of members and prospects, ensuring the current programs provide value to members. The President will work to engage executives of companies of all different sizes to be active Chamber members, identifying opportunities to get leaders plugged into the Chamber through various volunteer roles.

- **Supervisory Responsibilities:** Provides general direction and supervision to Chamber and CVB Staff.

AUTHORITY

- To expend funds within budget parameters and within policy and consistent with good business practice.
- To hire, set compensation within budget parameters and establish terms of employment for, direct the activities of, evaluate and terminate employees of the Chamber.
- To execute contracts on behalf of the Chamber.
- To give voice to public policies in the public arena.
PERFORMANCE MEASUREMENT

- Attainment of annual objectives and goals developed with the Board.
- Accountability in maintaining financial stability and overall financial performance.
- Attraction and retention of members; growth in membership.
- Member feedback.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

- Four year degree or equivalent combination of education and experience.

COMMUNICATION SKILL LEVEL

Ability to read, analyze and interpret general business periodicals, professional journals technical procedures, or governmental regulations. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public.

REASONING ABILITY

- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.

COMPUTER SKILLS

- Proficiency with Microsoft Office Suite including Word, Excel and Power Point and QuickBooks.

PREFERRED QUALIFICATIONS

- Demonstrated success in fund-raising.
- Proven experience recruiting, developing, and retaining a strong staff.
- Board management experience.
- Strong financial acumen.
- A successful track record building alliances with a wide range of constituents.
- Previous experience with a Chamber of Commerce.
- Excellent organizational skills with the ability to manage multiple projects.
- Energetic leader who has the ability to build consensus within the community and internal organization.
- Demonstrated – strong leadership skills.
- Up-to-date on technology and trends as it relates to the industry.
- Strong business and financial acumen.
- Ability to work with government agencies and other key stakeholders as part of a collaborative partnership in meeting organizational mission and performance objectives.
- Excellent public presentation and interaction skills.
CERTIFICATIONS and/or LICENSES REQUIRED

- IOM Certification Required; or on track for completion.
- Driver License and dependable vehicle with knowledge to properly use the vehicle

MATERIALS AND EQUIPMENT USE

Must be proficient with general office equipment including: telephone, computer, fax, printer, copier, smart phone and Outlook Calendar.

PHYSICAL DEMANDS/TRAVEL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee may infrequently be required to drive between 0-300 miles;
- In addition, the employee is constantly required to talk, hear, and operate a computer and mouse. The employee is frequently required to walk, bend, twist, push, pull, reach above shoulder and use hand to finger, handle or feel. The employee may occasionally climb, stoop, kneel, crouch or crawl. The employee will frequently lift and/or move up to 15 pounds and occasionally life and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and distance vision.

WORK ENVIRONMENT OR ENVIRONMENTAL CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently in a typical office environment but will occasionally be exposed to outdoor weather conditions if traveling. The employee is occasionally exposed to wet and/or humid conditions, moving mechanical parts, fumes and airborne particles, and extreme heat. The noise level in the work environment is usually moderate.

If you are interested in this position, please respond via e-mail with cover letter, resume, and compensation information to the following SearchWide™ Executive:

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