



# Winona Area Chamber of Commerce

Position Profile for President & CEO



# MISSION

To provide value to our members through business advocacy, training, economic development, and the support of tourism

# VISION

To be the premier business advocate in South East Minnesota



# CORE VALUES

By providing fair and balanced representation of our members....OUR Chamber is the premier business organization.

By providing an effective return on members' investment of resources, time and participation...OUR Chamber understands value.

By being the united voice of the business community....OUR Chamber is the regions leading business advocate.

By facilitating leadership...OUR Chamber is considered the business community's leadership training ground.

By focusing on programs and services that contribute to our members' success....OUR Chamber is a member-driven organization.

By welcoming all opportunities for cooperation and inspiring a community vision....OUR Chamber is a collaborator.

By monitoring membership and community trends....OUR Chamber is visionary.

By supporting a strong, dynamic, educated and healthy community...OUR Chamber contributes to the Winona quality of life.



# Organizational Background



## OBJECTIVES

- 1** To coordinate the efforts of commerce, industry, and the professions by maintaining and strengthening a sound and healthy business climate in the Winona area.
- 2** To sponsor aggressive programs of work and stimulate activities which will provide for full development and employment of our human and economic resources.
- 3** To provide creative business leadership and effective coordination of all interested parties in solving community problems and in initiating constructive community action.
- 4** To create broad understanding and appreciation of the great opportunities in the Winona area; and to promote the advantages and assets of our community within the region, throughout the state, and in the nation.



## Committees And Task Forces

- Ambassadors
- Business/Education Network
- Economic Development Committee
- Public Policy
- Winona Main Street Steering Committee
- Young Professionals Network
- Family Night on the Farm
- Golf Classic
- Manufacturers's & Technology Appreciation Event
- Big Muddy Brew 'n Que
- Annual Banquet and Awards Dinner

## Programs & Events

- Leadership Winona
- REACH
- Lunchtime Learning
- Network Nites
- Publications



# Duties & Responsibilities of the President & CEO

## Position:

President & CEO

## Primary responsibility:

Supervise Chamber of Commerce staff

## Specific duties:

**In consultation with the Board of Directors (and the Executive Committee), plans long-range policies for achievement of important organization goals**

- Reviews proposals or projects originating in committee or elsewhere and recommends proper committee assignment if needed.
- Places on agenda for Board action (with recommendation).
- Upon approval, works with staff and/or committees for implementation of policies and projects.
- Develops and refines articulated vision for the future of the organization.
- Helps the Board of Directors in maintaining a strategic direction and plan.
- Works with officers to identify new board members, officers and committee chairs (talent development).
- Counsels responsible person or committees on work procedures and goals.

**Supervises or delegates supervision and management of all committees and task forces**

- Guides the development of the Chamber's overall business plan.
- Responsible for directing and implementing the business plan, including all policies adopted by the Board of Directors with the aid of staff and volunteers.

## Committees and Task Forces

- Leads as Supervisor.
- Directs committees and Task Force groups as determined in each Program Year/Business Plan.
- Assists the Board of Directors in selecting qualified personnel for

committee work.

- Directs selection and training of all committee chairs/officers.
- Directs or organizes specific projects for committees and motivates volunteer leadership to follow through.
- Plans and arranges staff committee meetings, including the preparation and distribution of committee meeting agenda and minutes.
- Supervises the preparation of notices, reports, and other needed materials.
- Attends as many committee and task force meetings as possible.

**Has general responsibility for resolving all staff/personnel problems**

- Responsible for recruiting, hiring, and firing of Chamber staff.
- Conducts regular staff conferences to help each staff member understand the job assignment and the work of the entire organization.
- Counsels individual staff members.
- Responsible for energizing staff morale.

**Has general responsibility for management of organization's finances**

- Prepares annual budget in conjunction with the Treasurer, along with plans for meeting the budget.
- Submits budget for approval of the Board of Directors.
- Monitors and controls all operating and capital expenses within the approved operating budget.
- Adjusts staff salaries within prescribed brackets.
- Directs office maintenance, including repair, replacement and purchase equipment.
- Directs monthly preparation of financial statement by financial manager for Board of Directors.
- Signs or countersigns checks in accordance with by-laws.

**Directs all membership efforts**

- Directs follow-up or contact of all delinquent members for renewal of membership, with assistance from the

Executive Committee.

- Supervises activity and performance of paid membership sales staff.

**Responsible for all communication to the membership and general public**

- Prepares or directs the preparation of all correspondence, exercising tact and diplomacy.
- Refers mail to proper person for answering or other disposition
- Responsible for quality control.
- May delegate assignment of correspondence work load to a staff member.
- Directs activities of staff in the preparation of official publications of the Chamber such as pamphlets, special membership bulletins, newsletters, newspaper columns or other methods used to disseminate information.
- Prepares or directs the preparation of news articles or of factual material for articles reflecting the views of the organization or the reporting or projects or activities.
- Serves as a contact between Chamber and all news media, and others concerned with publicity files such as pictures, maps, biographical material, clippings and other materials for use in preparing articles or features.
- Represents the organization at various meetings and on various occasions.

**Serves as Executive Secretary for the Winona Area Industrial Development Association (W.A.I.D.A.)**

- Keeps files or delegates staff to maintain financial records and correspondence for W.A.I.D.A.
- Coordinates W.A.I.D.A. meetings, including annual meeting.
- Takes the lead on designated W.A.I.D.A. projects when requested.
- Assists with unforeseen issues, events, and challenges that arise from day to day as needed.
- Assists in the implementation of policies, programs and projects, as established by the Chamber Board of Directors.



# Requirements & Qualifications

## **Requirements:**

- College Degree or equivalent.
- Excellent oral and written communication skills, computer skills; strong public speaker.
- Proficient in a variety of current technologies.
- Ability to motivate and manage staff and volunteers.
- Ability to handle multiple tasks simultaneously and respond to organizational needs in a prompt and timely fashion.
- Chamber of Commerce or association executive experience preferred.
- Possesses knowledge of and embraces the community of Winona.

## **Other requirements:**

- This is an exempt, full time position. It does require time outside an 8:00 – 5:00, Monday through Friday schedule.
- Travel both locally and out of town .
- Ability to operate basic office equipment and standard business software.
- Requires sufficient physical capacity to service indoor and outdoor events including ability to lift 35 pounds.

## **Qualities Required:**

To perform the job successfully, an individual should demonstrate the following leadership attributes:

- Ambitious - Strongly desires advancement to position of increased authority and prestige.
- Communication – Speaks clearly, articulately and concisely. Is readily understood by others.
- Credibility – Readily gains the trust and confidence of others.
- Politically Astute - Is shrewd in discerning sources of power and ways of dealing with them.
- Results Oriented - Is intent upon achieving practical results. Concentrates attention on making things happen.
- Secondary attributes include showing initiative, perseverance, resourcefulness, and critical thinking.

Additionally, it is essential that the Winona Area Chamber's next President & CEO possess the following occupational skills:

- Chamber Industry Knowledge – Possesses knowledge to access resources, networks, and trends that fuel progressive leadership.
- Communication Skills – The ability to listen, write and speak effectively.
- Public Relations – Fosters and maintains positive public relations and communication with the membership, the media, the community, and all government entities.
- Sales/Membership Building – The ability to recruit and sustain new members to build and grow the organization.

Secondary skills should include business ethics, economic development, being a visionary and the ability to build relationships and develop teams.



# Significant Accountability & Measurements



Continued growth in the number of members on an annual basis through new member development and retention of existing members.

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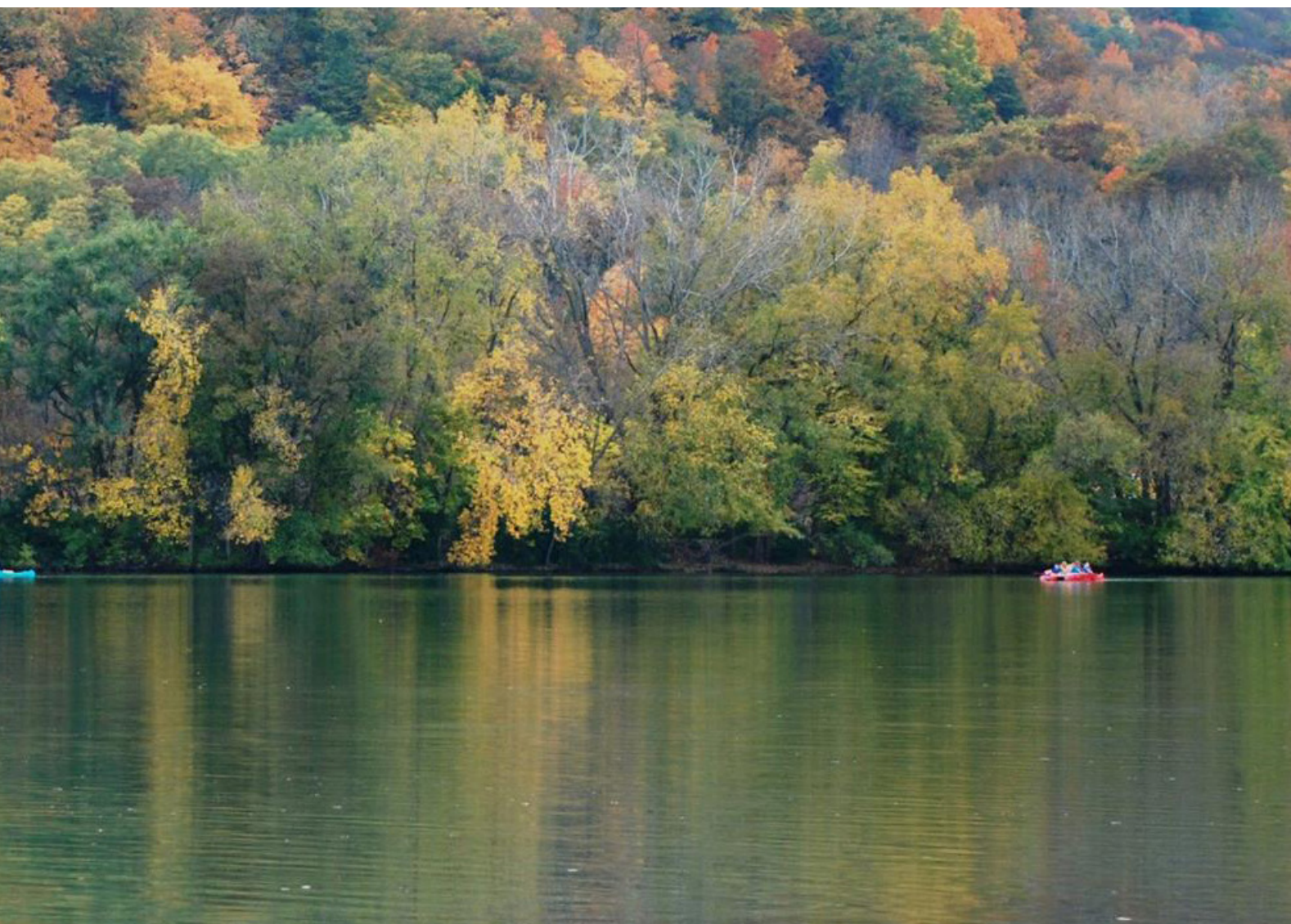
Growth in general operations through new or enhanced revenue streams. Continued long-term financial stability of the organization.

Enhance the Chamber's brand and its public image attributes, including effectiveness and growth.

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Retain image and influence of the Chamber throughout the Winona Area region and the Minnesota marketplace.





Ensure high quality staffing, management and governance of the organization, including implementing the Chamber's annual business plan.

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Enhance business advocacy efforts and public policy programming offered to members.

Provide leadership in building cross-sector partnerships among businesses, government, and community organizations.

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Develop innovative programming that maximizes member return on investment.





# Employee Benefits Summary

## **SALARY**

- Salary is commensurate with experience. The Chamber strives to provide compensation at market rates when compared to like organizations.

## **HEALTH & DENTAL INSURANCE**

- The Chamber provides a comprehensive major medical insurance program after 90 days of employment. The Chamber pays the full single premium. Dependent coverage may be included at the employee's expense, payable through payroll deductions.

## **LIFE & DISABILITY INSURANCE**

- The Chamber provides a \$25,000 life and

accidental death and dismemberment benefit fully paid by the Chamber.

## **HOLIDAYS**

- The Chamber offers 10 paid holidays which include New Year's Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving, Friday after Thanksgiving, Christmas Eve, Christmas Day, and New Year's Eve.

## **SIMPLE IRA**

- Full time employees are eligible to participate in a SIMPLE IRA account. It is similar to a 401K. The plan offers an employer matched contribution up to 3% of employee's income.







## **BONUS**

- President bonus will be paid based on meeting overall Chamber and individual goals.

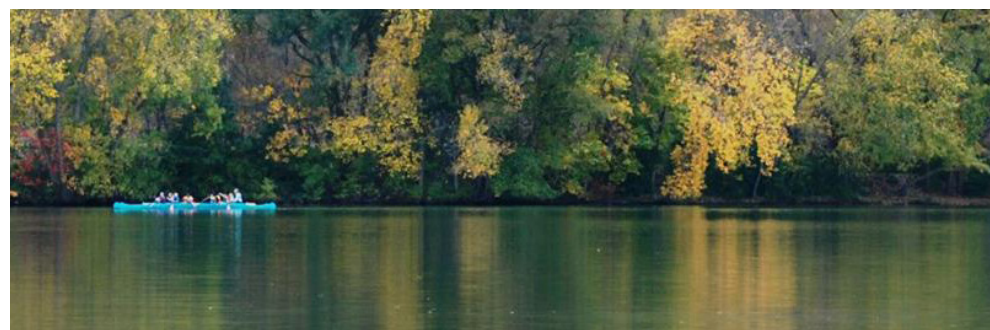
### **Additional benefits provided to the President & CEO:**

- Membership in an area service club applicable to the work of the Chamber
- Auto allowance and mileage reimbursement for business purposes
- Credit card for Chamber expenses
- Expense reimbursement applicable to the work of the Chamber (Note: this is applicable to all staff)





# WINONA AREA





## WINONA, MN

For more than 150 years, Winona residents have taken pleasure in living in this beautiful island city. The beauty of the natural world is today combined with modern conveniences to create an amazing quality of life that effectively balances the old and the new. Winona has certainly continued to grow and today is a thriving, ever-changing city that embraces diversity while still holding tightly to its small town flavor. Our city is large enough to support a wide variety of local, national and international businesses as well as three institutions of higher education, yet it remains small enough to call "home."

We have a fiercely entrepreneurial spirit in Winona, with companies that serve customers on an international scale. We have businesses that have been here for more than 150 years and businesses that are starting up every day; our businesses are as varied as our people.

Even in the midst of all this growth, Winona has truly remained secure in its small town neighborhood feel where, on any given sunny day, you will find multiple generations interacting on the front porch, at the local diner, or down at the boat house. Residents today can still experience the comfortable lifestyle of times gone by while also having access to all of the modern conveniences available. Parents can be secure that their children will grow up in a safe environment where people still "look out for each other."

Every season brings about its own beauty here in Winona and the residents are eager to get outside and experience

it, no matter what the temperature. In the summer months, residents can take advantage of an array of recreational activities such as biking, hiking, canoeing or kayaking on Lake Winona, gardening, our many city parks and swimming at Bob Welch Aquatic Center. Also, during the spring and summer months Winonans enjoy all of the fun activities that the Mississippi river provides to us. Our residents love to spend time with their families playing in the river, fishing, lounging or skiing and tubing. As the weather turns colder, there are still many opportunities for recreation, entertainment, sightseeing and unique shopping around town. Winona has its Frozen River Film Festival, many outdoor ice rinks, trails for cross country skiing, and snowmobiling.

Winona is truly the perfect blend of city amenities and small town ambiance. Nestled in the Mississippi River Bluffs, it has grown into a flourishing community, rich with warm hospitality, where every generation has made its mark and worked hard to make Winona a great place to raise a family, operate a business or just enjoy life!

Here in Winona, we pride ourselves on having a little bit of something for everyone.



## REFERENCES AND BACKGROUND INFORMATION

It is the Winona Area Chamber of Commerce's policy to complete an extensive background and reference check of candidates. Once strong mutual interest has been established, candidates are asked to provide a list of references that should include, but not be limited to, a supervisor, a peer, and a subordinate, when applicable. The Winona Area Chamber of Commerce will respect the issue of confidentiality and will conduct the reference checks accordingly. Candidates will be asked to sign an Authorization to Release Information for the purpose of background investigation, which may include verification of education, credit check, criminal and driving records.

Should an offer be extended prior to the completion of these checks, the offer will be made contingent on the successful completion of the reference and background checks. The Winona Area Chamber of Commerce will keep candidates informed on the status of these inquiries.

## CONFIDENTIALITY/EQUALITY STATEMENT

We fully respect the need for confidentiality of information supplied by interested parties and assure them that their background and interest will not be discussed with anyone outside the search committee without their prior consent, nor will reference checks be made until mutual interest has been established. The Winona Area Chamber firmly represents the principles and philosophy of equal opportunity for all individuals, regardless of race, gender, sexual orientation, age creed, disability, or national origin.

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## HOW TO APPLY

Submit confidential cover letter, resumé, salary history and requirements electronically to:

Winona Area Chamber of Commerce  
President & CEO Search Committee  
info@dowellmgmt.com

Direct any questions to:

Larry Dowell  
651.221.0852  
larry@dowellmgmt.com

**Deadline: July 12, 2019**









MEASURABLE RESULTS  
YESTERDAY, TODAY AND TOMORROW

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