



NSAA President and Chief Executive Officer Position Description

Overview

The National Ski Areas Association (NSAA) is a non-profit trade association serving the interests of ski/snowboard area owners and operators in the United States. NSAA was initially formed in June of 1962. Member resorts now account for over 90% of the 57 million annual skier/snowboarder visits and generate annual revenues of approximately \$7.2 billion.

NSAA supports its member resorts by coordinating state and national legislative activities, and by providing services related to government relations, public relations, risk management, research, and technical services along with managing meetings, conventions, and continuing education.

The NSAA has an annual budget of \$4.2 million. A board of directors, which governs the organization, is made up of 28 members who represent the industry as a whole. The board of directors is term-limited and regional in nature with each region's number of board members determined by the skier/snowboarder visits of the region. The president and chief executive officer (CEO) will work particularly closely with the board's executive committee, which serves as a leadership group between meetings of the full board. The board of directors meets two to three times a year and has final approval over all NSAA policy and budget decisions.

President and Chief Executive Officer

Reporting to the chair of the board, the CEO provides dynamic, executive leadership to the organization and has overall responsibility for NSAA's operations, including, but not limited to, the following: government relations and lobbying activities, public relations, research, financial management, and administration. Working with the board of directors, the CEO enacts and implements a bold strategic vision in order to strengthen and move the organization forward. The CEO champions and communicates the organization's mission and relevance; is responsible for the organization's financial stability; engages, communicates and collaborates, not only with the board of directors, but also with the industry, government leaders, and related organizations. The CEO will have the ability and desire to be of strategic value to a broad spectrum of members – from global publically-traded companies to independent resorts and community based areas.

Specific Duties and Responsibilities

Specifically, the successful candidate will see to the effective and successful implementation of the following areas of responsibility:

Board Relations | Vision and Strategy

- Work closely with the board of directors to continuously evaluate the association's mission.
- Serve as an effective advocate/spokesman for the ski resort industry.
- Provide vision and leadership in establishing strategies, objectives, and procedures for carrying out the mission.
- Be a thoughtful listener, respond appropriately to members' needs, and maintain a cohesive membership.

Operations | Finance

- Ensure that NSAA's operations are fiscally sound, governance is transparent, and the integrity of the association is always maintained.

- Review operating results of the organization, compare them to established objectives, and take steps to ensure that appropriate actions are implemented to align day-to-day operational activities that support and achieve those objectives.
- Ensure the adequacy and soundness of the organization's financial health by overseeing the organization's financial systems and practices, and ensuring compliance with all fiduciary responsibilities associated with a 501(c) (6) entity.
- Establish and maintain an effective organization by hiring and managing a competent and qualified staff.

External Relations

- Understand the current political climate and work collaboratively with the association's legal staff, ensuring the association's legislative plan is well prepared and executed.
- Serve as a spokesperson for relations with the media, government agencies, other trade associations, and NSAA membership.
- Serve as the key point of contact and advocate for the organization in Washington, D.C. and with federal agencies such as the United States Forest Service and other regulatory agencies to include but not limited to OSHA, ATF, and the EPA.
- Stay abreast of issues that are likely to affect the membership and develop strategies to address them in proactive manner.

Required Background and Experience | Desirable Qualities and Characteristics

Qualified candidates for the position of CEO will have a proven track record in executive leadership, strategic planning and implementation, board management, budget and operational management, legislative advocacy, and relationship-building. In addition, all candidates will be expected to present the following:

- At least ten years of progressively responsible leadership experience in an executive capacity in the ski industry or in the trade association sector.
- Ability to read, analyze, and interpret technical journals, financial reports, and legal documents.
- Experience with, and passion for, the ski and snowboard industry is strongly preferred. The CEO must be prepared to address all industry issues in a knowledgeable, competent, and positive manner.
- Superior communication skills, both written and oral.
- Ability to represent the NSAA's vision, mission, goals, and outcome to board members, association members, and governmental agencies.
- Proven track record of budgetary and fiscal management for an organization with an annual budget in excess of \$4 million, including budget development and financial statement interpretation.
- A collaborative working style demonstrating confidence that moves others to action by planning, motivating, and organizing work tasks.
- Self-motivated with the ability to work well independently as well as part of a team, and the ability to provide leadership within the association environment.

Compensation, Availability, and Benefits

A competitive compensation package will be offered to attract an outstanding candidate. The position is full-time. Residence in the Denver, Colorado, area is required. The ability to travel frequently and extensively is essential.