



## **PRESIDENT AND CEO SEARCH**

The Boards of Directors of the Maine Restaurant and Maine Innkeepers Associations announce the search for an accomplished leader who shares our passion for the hospitality industry and who is ready to join us in our work to provide extraordinary value to our shared memberships.

### **Background and Overview**

The Maine Restaurant Association (MERA) and the Maine Innkeepers Associations (MEIA) are separate but collaborative associations with long individual and shared histories of success in improving, promoting, and protecting our members and our industries. Each association is governed by a volunteer board of directors and operate as 501(c)(6) organizations with their own 501(c)(3) educational associations and PAC's.

In 2013, the MERA and the MEIA boards formed Hospitality Association Management Services (HAMS) to employ the President and CEO and facilitate the management of the two associations under a single operating structure. The President and CEO reports to the HAMS Executive Board (6 board members from the two associations) and will oversee a current combined staff of 5 and all the daily management and operations of the two associations, which have a combined membership of almost 1,200 members. When combined, the current year budgets for the two associations total \$850,000. The associations share office space in Augusta, just a short walk from the Statehouse.

Employing approximately 77,000 people and generating more than \$3.6 billion in revenue annually, the hospitality industry is a major economic force in Maine. The MERA and MEIA have played a leadership role in supporting and promoting the restaurant and lodging industries in Maine and successfully positioning our membership to receive national and international recognition for innovation and excellence.

More information about the associations can be found at [www.mainerestaurant.com](http://www.mainerestaurant.com) and at [www.maineinns.com](http://www.maineinns.com).

### **Priorities for the Future**

The MERA and MEIA boards of directors have identified the following strategic priorities for our next President and CEO:

- The changing expectations of our guests and customers, as well as increasing competition for their business and attention, is driving our members to rethink and reinvent their business models. As

associations, we must respond with strategies, information, and education that will allow them to successfully compete and grow in this challenging and ever-changing environment.

- Growth of membership is a priority for both associations, and we know that growth will depend upon our ability to deliver high value services and benefits *and* on our ability to actively communicate those benefits and promote our value to current and potential members.
- Build upon the reputation and influence that both the MEIA and the MERA have in the Maine Statehouse as we promote and protect the hospitality industry and advance legislation of shared value to our members.
- Whether it is helping our membership to learn how to be more successful in their own marketing efforts or providing social media, on-line, and/or traditional marketing support for our members, we know we need to continue to build our marketing capacity and provide educational opportunities for our members.
- Support the development of organizational, management, and governance structures that align our two associations to operate more efficiently and effectively to meet shared goals.
- Lead an experienced staff in driving new levels of exploration and innovation and in developing and implementing organizational structures and strategies that will make achievement of our strategic priorities possible.

### **Position Requirements**

- Bachelor's degree required, master's degree preferred, ideally in business administration, marketing, operations management, or hospitality and tourism management;
- 5-7 years of experience working in an executive-level position with significant personnel, financial and strategic management responsibility, ideally in the hospitality and tourism industry;
- Certified Association Executive (CAE) is a plus;
- Outstanding leadership, public speaking, and time management skills;
- Strong ability to communicate: verbal, non-verbal, and listening skills with volunteers, members, peers, co-workers, and employees, and
- The highest level of recommendations from references and peers.

### **Compensation**

Comprehensive benefits package and competitive salary commensurate with experience.

This position reports directly to the Hospitality Association Management Services Executive Board. The successful candidate can expect a formal review after six months as well as an annual review.

### **To Apply**

Interested candidates should send a cover letter and résumé to Starboard Leadership Consulting at the following address: [search1@starboardleadership.com](mailto:search1@starboardleadership.com). Paper copies may be sent to Lisa Belyea, Starboard Leadership Consulting, 84 Harlow St., Bangor, ME 04401, but electronic submissions of material are preferred. No phone inquiries, please. Review of applications will be conducted on a rolling basis with the final deadline for receipt of all application materials on June 17, 2016.