Position Fact Sheet

Dairy Institute of California

Executive Director

Sacramento, CA
July 3, 2023

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This Position Fact Sheet is intended to provide information about Dairy Institute of California and the position of Executive Director. It is designed to assist qualified individuals in assessing their interest.
ORGANIZATION OVERVIEW

**Vision:** Fostering a healthy and vibrant dairy industry where dairy processors can achieve their vision of profitably and sustainably, providing consumers around the globe with wholesome, delicious, high quality food products and ingredients.

Our client, Dairy Institute of California (dairyinstitute.org), is seeking a new Executive Director upon the retirement of their long-time executive, Mr. Bill Schiek. The board seeks a leader to aggressively take the organization into its next phase, while building on its valued history and accomplishments.

Dairy Institute of California, founded in 1939, is a non-profit trade association representing milk processors and dairy product manufacturers on legislative and regulatory matters at the state and federal levels. Members include privately held, multi-generational family farms to larger, complex corporations. The association is a national and international leader and proudly represents the largest dairy producing state in the country.

The dairy industry is leading in such areas as people development, sustainability, and, with the Institute located in a fast-moving, progressive state, it is spearheading those issues for the national food industry. Dairy Institute is at an inflection point and seeks a politically strategic leader to help create its next chapter.

Membership is voluntary, with dues based on a company’s size of operation. The organization’s goal is to support the members’ ability to operate sustainably, innovate, and achieve efficiency in their own companies as they provide the highest quality dairy products to the domestic and international markets. The Institute (a 501(c)(6)) is based in Sacramento, California, has a small staff consisting of an economist, legal counsel, and outside lobbyist, an annual budget of approximately $1 million, and a board of eighteen. The offices are located in the historic 11th and L building, just steps away from the California State Capitol building.

**Mission:** Dairy Institute’s mission is to facilitate and maintain a policy environment where dairy processor members can work without unnecessary encumbrances to achieve their respective visions and missions and to help them succeed by effectuating a regulatory backdrop that is supportive of that success.

Dairy Institute of California’s staff serves members with the best regulatory and legislative representation available on issues dealing directly with the California dairy industry. Efforts are targeted at improving the business environment for dairy processors located in California, from the sourcing of raw product to plant operating costs and product marketing.
On behalf of the members, Dairy Institute:

- Monitors and evaluates legislation and pending legislation for its potential impact on and risk to dairy processors and manufacturers.
- Notifies members of legislative and regulatory news that could affect them.
- At the state and federal levels, pursues legislation when needed on behalf of member companies.
- Advocates for regulations that make sense and serve member interests.
- Advocates with state regulators on behalf of individual members or groups of members.
- Builds and leads needed coalitions.
- Develops industry public relations and education efforts.
- Provides members with updates on the industry.
- Consults with and assists members with the entire range of regulatory issues that affect them.
- Works with dairy producers and other allied industry groups.
- Builds and maintains working relationships with legislators, regulators, other advocates, and industry groups to maintain and enhance its effectiveness on behalf of member companies.

Values: Credibility/Integrity; Collaborative; Leadership; Market Oriented; Sustainable
POSITION SUMMARY

The Executive Director will be the recognized leader of the dairy industry, in Sacramento and in California. As the face and public spokesperson, the Executive Director will need to attain an in-depth understanding of issues confronting the industry and the positions of the Institute’s membership. The ability to clearly articulate a “vision” for the industry and regularly enforce that mission is essential.

The Executive Director will be responsible for personally getting to know each member and maintaining an active and open line of communication with them. The Executive Director will ensure that the Institute carries out Dairy Institute’s policies and positions, as defined by the Board.

The Executive Director will provide leadership in:

- Industry relations: with farm cooperatives, dairy farmer and processor trade associations, the U.S. Department of Agriculture, the California Department of Food and Agriculture, and various other state and federal regulatory agencies.
- Policy: in dairy product standards and labeling, pricing, food safety, and sustainability.
- Advocacy: communicate, implement, and manage legislative and regulatory issues with direct personal involvement. Supervise contract lobbyists.
- Association management: manage the business and administrative affairs of the association.
- Member services: manage and maintain member dues revenue. Drive membership in order to meet budgeting needs. Develop and implement updates to the membership and to individual members upon request. Assist individual members with various regulatory issues and concerns.

This is an outstanding opportunity to assume a leadership position in an influential, statewide trade association, representing an industry that plays a significant role in California’s economy.
EXPECTED OUTCOMES

It is expected that the Executive Director will achieve the following in the first year:

- Within the first two months...
  - the new Executive Director will have met with the staff, board members, and major stakeholders and developed an understanding of communication needs.
  - the new Executive Director will gain familiarity with the dairy industry and its regulatory environment.

- Within the first three months...
  - the new Executive Director will have conducted an informal “audit” of the organization, to include past advocacy efforts, and will have shared those results with the board.

- Within the first four months...
  - the new Executive Director will have presented to the board a plan to build awareness of the organization and coalitions, as well as membership retention and communication of Dairy Institute’s value proposition.

- Within the first six months...
  - in coordination with the board, the new Executive Director will have developed a strategic plan to include major advocacy goals, building staff bench strength, and will have begun implementation of that plan.

- By the end of the first year...
  - the new Executive Director will be seen as an essential, knowledgeable, and respected industry leader in the state and will have a full understanding of the organization’s capabilities and opportunities.

By the end of the first year, the new Executive Director will be aggressively implementing the strategic plan, will have significantly raised the organization’s profile, and will have had a profound impact on advocacy success and member satisfaction. These results will be attained through the development of a deep understanding of what it will take for the Institute to be successful in California from a regulatory, political, and membership standpoint.
PROFESSIONAL EXPERIENCE (in priority order)

Successful candidates will have the following combination of experience that will allow them to achieve the outcomes noted above:

- Ten plus years of increasingly responsible professional positions
- Five plus years of advocacy experience with a demonstrated track record of success in industry, regulatory, and legislative influence
- Known in the California State Capitol
- Trade association experience (volunteer experience acceptable)
- Food, beverage, or agricultural experience a plus

PERSONAL CHARACTERISTICS AND COMPETENCIES (in priority order)

- Exceptional communicator
- Politically savvy; a political strategist
- Executive presence and comfortable working with individuals at the highest levels
- Ability to understand and respect the members’ perspective
- Inspirational to the staff, the membership, and external groups

EDUCATION/CREDENTIALS

Successful candidates will have the following education that will allow them to achieve the outcomes noted above:

- Undergraduate degree; advanced degree preferred

CULTURE (in priority order)

The ideal candidate will possess a work style and personality that will create an excellent fit with the organization’s culture and structure:

- One of integrity and respect
- One of relationship building
- One of collaboration and coalition building, externally and internally
- Devoted to supporting the members
- Accountable and effective
THE COMMUNITY

This position is located in Sacramento, the capital of California and the county seat of Sacramento County. It is desired that the new Executive Director reside in the Sacramento region. Sacramento is located at the confluence of the Sacramento and American Rivers and is connected to the San Francisco Bay by a channel through the Sacramento River Delta. The Mediterranean climate is characterized by damp, mild winters and hot, dry summers. Sacramento is a place where different interests, tastes, and lifestyles abound, with something to accommodate all of them.

The city of Sacramento is the cultural and economic center of the Sacramento metropolitan area, the fifth largest metropolitan statistical area in California and the 26th largest in the U.S. Local universities include California State University, the University of the Pacific's McGeorge School of Law, and the University of California, in nearby Davis. The UC Davis Medical Center, a world-renowned research hospital, is one of 19 existing hospitals in the Sacramento region and California Northstate University is planning to build a new state-of-the-art medical center and teaching hospital.

The Sacramento region is experiencing a profound shift in its competitive position, in large part due to an influx of entrepreneurs, businesses, and creative professionals. The Greater Sacramento Area is a top employer in life sciences and health services. As part of the agriculturally rich Central Valley, Sacramento is at the forefront of agritech innovation and is considered America's Farm-to-Fork capital.

Sacramento is also home to the NBA division winning Sacramento Kings, the Sacramento River Cats (the San Francisco Giant’s AAA baseball team), and the Sacramento Republic FC, a USL Professional soccer team. Sac Republic plans to build a new 12,000-seat soccer stadium in the downtown Railyards District. This comes on the heels of the Kings opening the Golden 1 Center, a high-tech basketball and entertainment arena, starting a downtown renaissance.

The Crocker Art Museum is the oldest art museum in the Western United States. Founded in 1885, the museum holds one of the premier collections of Californian art. The Sacramento metropolitan area boasts more than 200 parks, four public golf courses, and is known for outdoor recreation including hiking, skiing, canoeing, kayaking, running, and biking. The 32-mile-long American River Bike Trail is a major recreational destination, as well as a commuter artery for cyclists.

The world-renowned Napa Valley is an hour’s drive away. San Francisco, Lake Tahoe, and more than a dozen ski resorts are less than a two-hour drive from Sacramento.
Sacramento International Airport handles non-stop flights to and from more than forty U.S. destinations (including Hawaii), as well as Canada and Mexico.

For more information, please visit the Greater Sacramento Economic Council’s website www.selectsacramento.com.

**COMPENSATION AND INTERVIEW PROCESS**

The compensation package includes a base salary of $250,000 to $275,000, depending upon qualifications. The competitive package includes healthcare for the employee, spouse, and children, and a 401K profit-sharing plan. The Dairy Institute of California supports a hybrid work environment, details to be set by the new Executive Director. Travel is estimated at 10-15%.

Pre-screened, selected candidates will be invited to interview (likely in Sacramento) with the Search Committee on Tuesday, August 29, 2023, with second interviews the following morning.

**PROCEDURE FOR CANDIDACY**

For confidential consideration, at your earliest possible convenience, and no later than COB on August 4, 2023, please email your chronological resume — to include description and size of current/prior organizations and responsibilities — and compensation expectations to:

    dairyinstitute@wilcoxcareer.com

We strongly encourage and welcome applications from all qualified persons regardless of their race, sex, gender identity and expression, disability, religion/belief, sexual orientation, or age.

**WILCOX MILLER & NELSON CONTACT**

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