



Position Specification

American Royal Association President / Chief Executive Officer

The Company

The American Royal Association (ARA) began in 1899 as a Hereford cattle show in the Kansas City Stockyards. It is a 501C-3 not-for-profit organization that is volunteer-driven with a 48-member Board of Directors, 750 governors, over 2,500 volunteers, a paid staff approximating 14 employees, a 180-acre complex and a 111-year history and tradition.

Strategically located in Kansas City, MO, the American Royal hosts a ten-week season of events in the fall of each year. The schedule includes not only livestock, rodeo and horse competitions, but also the American Royal Parade, the American Royal Barbecue, the UPHA National horse shows, a number of other ancillary activities including youth education. Each event is more than the sum of its parts and the proceeds benefit the community, exhibitors, participants, and Kansas City's strong agricultural heritage. Moreover, the American Royal season fulfills the Association's mission and purpose:

MISSION:

To promote and celebrate the excellence in agricultural progress, and develop future generations of leaders through agrarian values, disciplines and expressions of skills.

PURPOSE:

The purpose of the American Royal is to provide scholarships, education, awards, and competitive learning experiences that reward hard work, leadership skills and agrarian values.

The Position

Location

Kansas City, Missouri

Overview

The American Royal Association, in selecting a new President and Chief Executive Officer, will be seeking an individual who can define and deliver strategic growth opportunities for the Association while continuing to fulfill the mission and purpose. This will include a review of the American Royal brand, its position in the community and how it can be strengthened.

Responsibilities

The President/CEO has direct responsibility for all activities of the American Royal, as per the policies and procedures prescribed by the American Royal Association and its Board of Directors. The President reports to the Executive Committee and Board of Directors and is the Chief Executive Officer and primary spokesperson for the ARA. He/she will provide the Board with





strategic and tactical recommendations on issues and opportunities confronting the ARA. He/she will provide a visible and articulate presence in regional, state and local government issues for the ARA and the agricultural community. The President will be expected to effectively and efficiently manage ARA's resources, including permanent staff and volunteer personnel as well as fiscal and physical assets. The President will be expected to relate closely with the members of the Board, the Governors and volunteers to ensure a coordinated, financially successful and consensus-driven organization. The President will also be responsible for the following duties and responsibilities:

- Work closely with the Board and other stakeholders to insure that the goals and objectives of the American Royal are continually endorsed, supported and that events and programming continually reflect those opinions and goals.
- Represent the American Royal to the public through active personal and family participation in clubs, civic and community activities, and various social events.
- Be the liaison between the American Royal Association, the news media, civic and community entities, elected officials and other leaders of the community in order to promote the American Royal and raise funds.
- Manage the permanent staff of approximately 14 persons spread among the following functions: the horse show; the livestock show; finance and accounting; education; ticket operations; marketing and promotions; special events; operations and administration.
- Be accountable for overall administration of the American Royal including recruiting, selecting, monitoring and evaluating performance of the permanent staff. Lead the 14 member staff, with diverse backgrounds and job responsibilities into a highly functioning team that shares a common vision.
- Through permanent staff and volunteers, will plan and schedule all American Royal activities.
- Through subordinate managers, including volunteer chairmen and their committees, will assign tasks, monitor performance in order to control expenses, and insure all events are properly staffed during the show.
- Be financially accountable for overall financial results of the American Royal, including contributions, revenues generated, costs, and expenses incurred...insuring the continued financial viability and success of the organization.
- Direct, mentor and work cooperatively with volunteer chairs and committees of approximately 1000 individuals spread among the following areas: BBQ contest, education, youth competition, livestock, horse, junior livestock auction, fundraising events, museum oversight and special events.
- Solicit, monitor, and recognize efforts by volunteers so as to maintain and grow the number and quality of the volunteer force.
- Facilitate collection of data from standing committees and other sources to conduct an overall after-show analysis; interpret same; make projections and recommendations for the following year; to maximize branding impact and return on investment in the ARA purpose.
- Be the liaison between the American Royal and livestock exhibitors, horse show exhibitors, rodeo personnel, agents/managers of entertainers, etc., to ensure a high level of quality participation.





- Work in a collaborative manner with various agricultural and educational organizations.
- Maintain an active, positive relationship with the manager of the Kemper Arena and ARA complex to insure effective, profitable utilization of those facilities and to maintain an outstanding physical plant.
- Work closely with the Board and other stakeholders in the continuous improvement and “positioning” of the American Royal through attending other shows, researching the market, studying results, and recommending worthwhile changes to the Board that need to be made to keep the product marketable and the bottom line acceptable.
- Perform other duties as assigned, particularly exercising sound judgment in those situations that develop and are not covered by established policies and procedures.

The Candidate

Education

B.S. degree in Business Administration, Marketing, Agriculture, or a closely related specialty.

Professional Qualifications

- Minimum 7-10 years experience in the leadership and management of a similarly sized or larger staff.
- Specific experience in agribusiness entity or closely related industry is advantageous.
- Leadership, management, supervisory experience in both operations and administration would be highly desirable.
- Preferably, the candidate will possess entrepreneurial experience and/or drive.
- Must have prior experience in working with the news media, a Board of Directors, civic and community leaders, trade organizations, and volunteer organizations as well as volunteers.
- Working with volunteers, and other stakeholders in an organizational setting similar to the American Royal would be advantageous.
- A working knowledge of purebred livestock and exhibitions would be desirable.

Personal Characteristics

- Must have excellent interpersonal skills, the capability of working effectively with numerous stakeholders, and the personality to represent and promote the interests of the American Royal on a local and regional basis.
- Must be a self-starter, pro-active, forward thinking with a “make things happen,” results oriented mentality.
- Solid strategic capabilities and planning skills required.
- We seek excellent leadership capabilities, interests and experiences . . . breadth of experience and stature will be evaluated.
- Leadership should also include the ability to develop, build, lead and motivate a team that is bright, enthusiastic and committed.
- “Hands-on manager” who will run the affairs of the ARA in a fiscally responsible manner and fulfill the vision and mission of the ARA.





- Needs strong verbal and written communication skills and persuasive abilities...will make presentations, approve the publication of collateral materials, work with numerous volunteers, American Royal officials, city officials and staff, professional livestock and agricultural personnel exhibitors and donors, etc.
- Must be tactful, diplomatic, trusting, and approachable, have good listening skills and be team oriented - capable of being a force for constructive dialogue and consensus building.
- Sense of humor would be helpful.
- Must be able to relate favorably to and further the climate/culture of agriculture and related education, both during the fall festival and throughout the year.
- Must possess high integrity, positive ethics, and values appropriate for a leader of this important Kansas City tradition.

The American Royal Association, staff and volunteers firmly support the principle and philosophy of equal opportunity for all individuals, regardless of age, race, sex, creed, national origin, physical or mental handicap, disabled veteran, or veteran of the Vietnam era

To learn more about this opportunity or provide a confidential referral, please contact:

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