



Washington Cattlemen's Association

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Position

Executive Vice President (EVP), chief executive officer of the Washington Cattlemen's Association (WCA). The person filling this position will report directly to the WCA officers and Board of Directors (BOD).

Organization

In 1925 the Washington Cattlemen's Association developed a statewide, grassroots organization that devoted itself to promoting agriculture and the cattle industry and today, 92 years later, that remains the hallmark of our association. We have dedicated ourselves to preserving, protecting, and promoting the beef industry through producer and consumer education, legislative participation, regulatory scrutiny, and legal intervention. WCA is leading the charge. WCA is, and continually strives to be, the respected voice of Washington's cattle industry. WCA works daily on the issues that are important to Washington cattle producers at both a state and national level.

Washington Cattlemen's Association Goals

- Protect water and property rights in Washington's Supreme Court (June 16, 2011), and work to ensure that Stock Water, both riparian and groundwater remain intact.
- Serve as a central contact point for the Beef Cattle Industry in Washington State
- Empower and enhance membership.
- Partner with the US Meat Export Federation on a variety of programs that help increase international export access for Washington and US cattle and beef. (These markets include Japan, Mexico and Taiwan).
- Actively support the Beef Checkoff and efforts to enhance the promotion of beef as a healthful food item.
- Provide educational opportunities for members.
- Be a leader in resolving water quality issues for livestock operators.
- Work to ensure the business climate in Washington State is conducive to maintaining, but also expanding the beef industry in Washington State. (ie Sales & use tax exemptions on Diesel Fuel, Replacement Parts for Farm Machinery and Livestock Pharmaceuticals, etc).
- Represent private property owners rights.

Position Summary

The EVP is responsible for administering all programs and activities of the WCA as set forth by the BOD.

The general areas of responsibility are, but not limited to:

- **Government Relations:** Coordinate and offer guidance for all county, state, and federal legislative and regulatory activities based on WCA policy.
- **Financial Management:**

- Coordinate with the WCA BOD and staff for day-to-day operations of the WCA.
- In conjunction with WCA staff and BOD prepare an annual operating budget for review and adoption by the BOD.
- **Public Relations:**
 - Develop and nurture working relationships with agricultural and mainstream media
 - Communicate industry messaging to stakeholders, elected officials, agencies, other agricultural groups and producers.
- **Membership:**
 - Coordinate, maintain, and build membership in the WCA.
 - Attend local, regional, state, and national meetings to: keep abreast of local, state and national developments.
 - Exchange ideas and network for the WCA.
 - Communicate WCA policy to the membership.
 - Oversee the WCA recruitment goals.
 - Be the point of contact for Board members and general membership.
 - Continue progress of priority issues and motivating membership to be involved.
- **WCA Management:**
 - Serve as the primary staff contact.
 - Communicate the progress of programs, lobbying efforts to WCA members.
 - Work with the BOD and membership to continue current educational events and develop new educational events for the membership.
 - Plan and execute annual convention.
 - Communicate with industry leaders (ie WCA Allied Industry members) as a resource to support the WCA.
 - Coordinate events, industry legislation, and joint meetings with other beef production groups.
 - Hire and supervise WCA staff; develop and maintain job descriptions of staff and conduct performance reviews periodically.
 - Coordinate dissemination of minutes and place in record.
 - Assist Officers, BOD, staff, and membership in short and long term planning goals.
 - Responsible for other duties assigned by the WCA Executive Committee.
- **Qualifications:**
 - The EVP will be bound by the WCA's missions and goals.
 - Candidates should have a proven history of leadership, relationship building, and coaching experience.
 - Background in agriculture is ideal.
 - Bachelors Degree is preferred but not required.
- **Preferred Qualifications:**
 - Must be a team player.
 - Experience working with a Board of Directors.
 - Strong marketing, public relations, and fundraising experience.
 - Ability to engage with a wide variety of stakeholders, policy and lawmakers.
 - Strong written and oral communication skills.

If interested please send resume and cover letter to Washington Cattlemen's Association via email to wacattle@kvalley.com or mail to P.O. Box 96 | Ellensburg, WA | 98926