



Email: Wiscran@Wiscran.org
Phone: 715-423-2070

Wisconsin State Cranberry Growers Association

About the job:

Wisconsin State Cranberry Growers Association (WSCGA) Position: **Executive Director**

Address: Wisconsin State Cranberry Growers Association 3930 8th Street South, Suite 104
Wisconsin Rapids, WI 54494

WSCGA is an equal opportunity employer committed to valuing diversity, advancing equity, and practicing inclusion.

Apply by sending required documents (listed below) to: President@Wiscran.org

THE OPPORTUNITY

The WSCGA Board of Directors (“Board”) is actively seeking a visionary and inclusive leader who will lead the Wisconsin cranberry industry forward and build upon past successes. This is an exceptional opportunity for a hands-on, highly motivated, and cause-driven professional to work closely with the Board and key stakeholders. The executive director will provide guidance and leadership for its members, government affairs programming, risk management, internal farm management education, and community outreach.

Candidates must have solid business acumen, sound judgment, exceptional leadership skills and willingness to listen to the needs of the membership, participants, and staff. They must have a proven track record that demonstrates an ability to successfully implement and promote the Wisconsin cranberry industry services and activities at multiple sites. They will be expected to assess the industry’s physical and administrative needs, develop and maintain need-based programs, manage member funding, develop and manage a diverse staff, and connect and build relationships with local governmental, civic, and tribal communities, UW extension staff, and other professional networks. Work with the WSCGA Board focuses on strategic industry-relevant matters rather than operational and day-to-day functions. Solid staff development and program management are critical areas of focus for the director. Candidates must share the organization’s commitment to advancing diversity, equity, and inclusion (DEI) through both its operations and governance and demonstrate a track record of inclusive leadership.

The Board believes our industry’s executive director should be an experienced leader who has the background and qualities that will permit the director to achieve excellence in the following roles:

Build and Manage the Full-Time Staff Team: Ensure that a talent management system is in place and effectively executed. The system will support an outstanding, dedicated, and competent staff team. Establish an individual development plan for each direct report. Hire, motivate, nurture, retain, and hold



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— Association —

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staff accountable for key objectives. Encourage the team by creating a spirit of camaraderie and sense of mission/purpose. Create a learning organization which encourages all staff members to learn, grow and develop management skills.

- Key Competencies Sought Include: Team building, talent motivation, inspiring creativity & resourcefulness, and enriching association culture. Communication skills/emotional intelligence

Establish/Maintain Culture: Strengthen a culture of inclusion, engagement, character, ownership and life-long learning within the organization that reinforces, encourages, and promotes values of honesty, respect, responsibility, caring, and empowering others to succeed. Effectively drive change, while respecting the heritage and culture of Wisconsin cranberry agriculture, by leveraging resources and creating alignment to expand organization opportunities.

- Key Competencies Sought Include: Member focused leader able to establish and maintain high standards, consensus-building, self-confidence, excellent communication skills, and strong business skills

Implement A Strategic Plan: The ability to work effectively with the Board, volunteers, leaders, and key staff to identify critical community needs and develop a strategic plan focused on organizational strategies. Lead staff in the development and implementation of goals through an annual operating plan.

Lead volunteers in aligning committees and their charters of work to support the strategies and goals of the Wisconsin Cranberries.

- Key Competencies Sought Include: Influence, values, relationships, inclusion, communication, project management, innovation, decision making, quality results

POSITION EXPECTATIONS

Within the first year the Director should, at a minimum:

- Have a plan for membership management
- Understand the mission and culture of the WSCGA, Wisconsin cranberry industry, National cranberry industry/organizations
- Create a strong relationship with the leadership team at WSCGA, so delivery of programs and services are seamless.
- Develop a strong relationship with the membership and cranberry agricultural community
- Create a strong relationship with the leadership of the Wisconsin Cranberry Board (WCB) and Wisconsin Cranberry Research and Education Foundation board (WCREF)
- Develop the FY 2025 budget
- Develop a strong relation with key government affairs individuals
- Develop a director/staff community engagement plan
- Accomplish other performance objectives, as agreed upon with the Board president



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SALARY RANGE

\$125,000 - \$155,000 annual salary benefits total package. An annual bonus is also available upon the achievement of agreed upon objectives.

RESIDENCY EXPECTATION

This position requires office time at the Wisconsin Rapids office weekly, with a hybrid model for efficiency acceptable. There is no housing available. There is no association vehicle available, but mileage reimbursement for personal vehicle/travel is available for activities beyond the daily commute.

Benefits options

- Health insurance options
- Hybrid work environment options
- 401k Savings Plan available
- Vacation, Sick Days, FML options
- Personal vehicle use reimbursement outside of commute to office
- Other benefits per personnel policy

ABOUT THE WISCONSIN STATE CRANBERRY GROWERS ASSOCIATION

Informational Sites/Links:

<https://wscga.wildapricot.org/> <https://youtu.be/PlbkxXAnkIc?si=9OLPzcmgwYjiHQuv>

<https://youtu.be/ApDFw56-BXg?si=pLpdnEhaMtHii55d>

<https://wiscontext.org/sweet-and-tart-legacy-wisconsins-cranberry-crop>

<https://fruit.wisc.edu/cranberries/>

<https://www.wisconsincranberryresearchstation.org>

<https://youtu.be/PlbkxXAnkIc?si=9OLPzcmgwYjiHQuv>

History:

- Mission Statement: The Wisconsin State Cranberry Growers Association enables Wisconsin cranberry growers to prosper by providing growers with information, championing responsible environmental stewardship, advocating for sound governmental policies and leading effective public communications and outreach.



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- **DEI Commitment Statement:** WSCGA strives to create an inclusive environment by upholding human dignity, valuing diversity, and acknowledging unique experiences.
- **Service Area:** The WSCGA office is located in Wisconsin Rapids, WI. Wisconsin cranberry farmer members are mostly from the central Western part of the state, from Plover to Tomah, with Northern farms in Vilas, Oneida and Hayward areas.
- **Staff:** 3 full time WSCGA staff: the executive director, member services/office/finance manager, and communications and public relations director.

Core Programs:

Government Affairs and Industry Relationship Management: One of our top program areas is the management of government affairs with both direct engagements and work with our lobbyists on both state and federal issues of importance to our Wisconsin cranberry industry's ongoing successes.

Member and Education Management: This program area deals with the internal workings of members and their ongoing needs. Requires continuing moderation of agriculture education to the member farmers and assistance in conflict resolution between farmers. Liaison for farmers and government as well as media.

Communications and PR: This core program area focuses on the external communication for Wisconsin cranberry industry. To educate the public and supporting organizations of the value and operations of Wisconsin Cranberry farming. This is done via a wide channel of media and in person engagements. This program area is grant funded via the Wisconsin Cranberry Board and other grant opportunities such as DATCP and Travel WI.

Leadership Program: Collaborative leadership is practiced through tailored facilitation and small group activities. The WCREF organization has granted a biannually leadership development program for individuals of the Wisconsin cranberry industry farmers and family members. This has been a highly successful program for equipping our community to be leaders in their personal lives and communities. It also creates a strong pool of board leadership for our agricultural organizations.

Winter Cranberry School/Annual Meeting and Summer Field Day/Annual WSCGA Meeting. This is hosted on a cranberry farm or facility for our community to engage in person with each other and others from our supporting community.



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FINANCIAL POSITION

Annual Operating Budget of roughly \$500,000 with Net Assets, including a membership annual value of ~\$300,000 and communications grants ~\$225,000.

FACILITIES

The WSCGA office is located in Wisconsin Rapids, WI and has 4 office areas, with room for supplies and documents and records. The Wisconsin Cranberry Research and Education Center is a secondary use facility for programming and meetings. It is located near Millston, WI.

DEVELOPMENT

WSCGA's development efforts are focused on three areas. 1) Be the spokesperson and champion for Wisconsin cranberry grower members. 2) Develop and manage relationships with key individuals and organizations related to and supporting our cranberry agriculture communities. 3) Flow information and resources back to our grower members to provide education and support as the landscape of modern agriculture evolves.

SEARCH PROCESS TARGET DATES*

- Resumes accepted through: January 19th, 2024, Noon, CST
- Preliminary interviews scheduled: January 22nd- February 2nd 2024
- In person interviews: February 5th-16th.
- New Executive on boarding (anticipated): 2nd Quarter 2024

****Dates subject to change****

QUALIFICATIONS

Minimum Candidate Criteria:

- 4-year college degree.
- Demonstration of excellent written and verbal communication skills and personal values consistent with the WSCGA mission.
- Five years prior experience in a senior management role with agriculture, government affairs, membership organizations, or related organization with direct supervision of multiple levels of staff and employees.
- Have a proven ability to develop new programs, review and enhance existing programs.

Preferred Candidate Criteria:

- Government affairs experience, including annual campaigns and the securing of grants.
- A proven track record of budgetary and fiscally sound business management.
- Experienced in educational services.
- Experience in communication/media.
- Leadership and speaking abilities.



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References, Background Check, and Organizational Leader Certification:

Candidates must submit the following in their online application: a resume, cover letter, and four references (two professional and two personal that are not directly related). References checked on final candidates only with prior notification. Successful candidate accepting the offer must pass a background check.

Candidates must apply via the following email: president@wiscran.org

Hiring Committee:

Steven Bartling, WSCGA President president@wiscran.org , Jenna Van Wychen WSCGA treasurer, Jenna Dempze WSCGA Board member.

Tom Lochner, Current WSCGA Executive director tom.lochner@wiscran.org