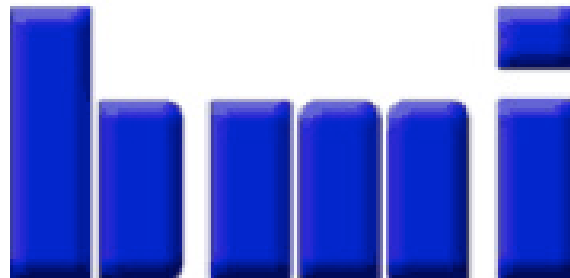


EXECUTIVE POSITION PROFILE




Executive Director Book Manufacturers' Institute



This search is being conducted by:

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I. Opportunity

Vetted Solutions is recruiting and evaluating candidates for the Executive Director position for the Book Manufacturers' Institute (BMI). Though the BMI office is located in Florida, this is a virtual position, and the successful candidate may choose where he or she works. BMI has been serving the interests of the book manufacturing industry since 1933, and its member companies include full service book manufacturers, digital printers, specialty binderies, component printers, packagers, equipment manufacturers, and suppliers of a variety of materials and services. BMI member companies produce more than 85% of the books published in the United States. The new Executive Director will work closely with an active Board of Directors and committee members to continue to support and expand BMI's mission to serve and advance members' common goals and provide a forum for discussion of intra-industry issues.

Scope of the Position

BMI is the trade association dedicated to the interest of book manufacturers and related industries. It has an operating budget of approximately \$500,000 and a staff of two. The Executive Director is responsible for overseeing the administration, marketing, publications, programs, and the strategic plan for the organization. In addition, he or she will be responsible for maintaining visibility, managing resources, increasing member value, and exploring new ways for BMI to serve its industry. The position reports to the BMI Board of Directors.

Experience and Qualifications

- A bachelor's degree is required
- At least five years' senior management and executive experience in the book manufacturing industry or trade and professional associations
- Experience with successful strategic planning and implementation
- Proven track record in growing an organization
- Demonstrated experience in change management
- Hands-on experience in financial management, including budget preparation, monitoring, analysis, and reporting
- Direct experience with program development and the management of marketing campaigns
- Demonstrated ability to grow membership or products and services
- Consensus builder who can create and maintain successful relationships across the industry and with the BMI leadership, staff, and other providers
- Knowledgeable and current with regard to technology used in business, including social media and association management systems
- Strong written and oral communication skills
- Ability to speak in public and to convey a vision of BMI's future to Board, staff, and current and prospective BMI members
- A passion for the work of BMI and a commitment to continuous learning regarding issues impacting the membership as well as best practices in the leadership of a trade association
- Previous experience in book publishing or manufacturing a plus
- Knowledge of advocacy—both legislative and regulatory, relevant to print, publishing, manufacturing or small business a plus

Key Responsibilities

The Executive Director will partner with the BMI President and Board of Directors to focus on the following critical areas:

Organizational Mission, Strategy, and Governance:

Works with Board and staff to ensure that BMI's mission is fulfilled through strategic planning and programs that support strategic initiatives

- Ensure that BMI has an up-to-date strategic plan that supports the purposes articulated in BMI's mission
- Creates an operational plan to implement the goals of the strategic plan
- Enhances BMI's image as a relevant and effective organization to both internal and external audiences
- Communicates effectively with the Board, ensuring that members have all relevant information in time to make effective and informed decisions
- Ensures new Board members have organization and orientation materials that allow them to function as effective board members and stewards
- Maintains an up to date minutes book and policies and procedures manual
- Serves as the Executive Director of the Advisory Commission on Textbook Specifications (ACTS), which is headquartered in BMI's office

Financial Performance and Viability

- Creates budgets that support and are linked to the goals of the strategic plan
- Submits a proposed annual budget to the Board and provides regular reports, including current position and projections, in a timely manner
- Ensures best use of resources

Organization Operations

- Hires, retains, and supervises qualified and effective staff and contractors
- Codifies all policies created by the Board and establishes written procedures to support those policies
- Creates employment and administrative policies that ensure an effective and appropriate administration
- Approves and signs all notes, agreements and other instruments entered into on behalf of BMI and ensures that the relevant terms, deadlines, deliverables, etc. are adhered to
- Attends all board and committee meetings, prepares minutes and distributes in timely manner

Meetings, Marketing and Communications

- Develops marketing and communication plans for BMI membership promotions, meetings, and publications—and other programs as developed
- Manages BMI website
- Reviews BMI's branding and updates as necessary
- Oversees BMI publications and marketing materials, including newsletter, quarterly publications, membership and meeting information
- Ensures that BMI meetings are relevant, well-run, well-priced, and convenient for members, with cutting-edge educational offerings and opportunities for networking and fellowship
- Explores effective ways in which BMI can be involved in industry advocacy, including monitoring activities and coalition participation
- Attends relevant conferences and trade shows to increase BMI's industry visibility
- Serves as BMI's primary spokesperson
- Develops scripts or talking points for board members as needed when they are addressing BMI-related groups

Personal and Professional Qualities

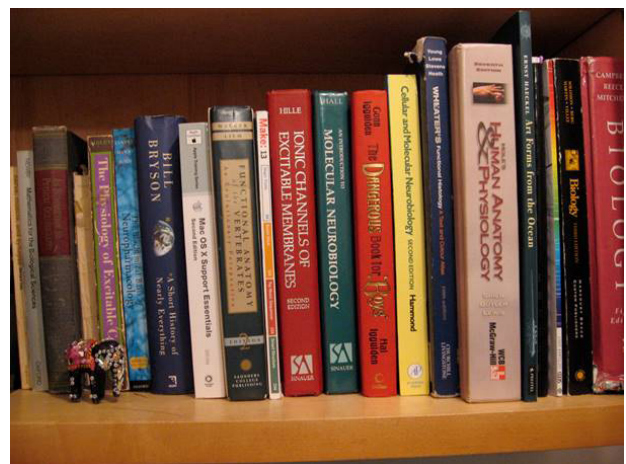
The successful candidate will possess a range of personality traits, work-habits, and communication skills necessary to work effectively in the BMI culture. The successful candidate will possess a combination of the following traits:

- Strategic vision and thinking—able to position BMI for the future
- Leadership—the ability to create a sense of shared purpose and commitment in others
- Relationship builder—networks outside and inside the organization to build strategic relationships
- Customer focus—presents and instills a “can-do” attitude and shows a commitment to member satisfaction, including the anticipation of needs
- Mentoring style—guides others in performing effectively and provides development opportunities
- Decisive and driving—able to make thoughtful decisions even when complete data is unavailable; proactive and nimble in the face of change; innovative and eager to create and accomplish
- Integrity and compliance—can be relied upon to act ethically, to safeguard confidential information, and to adhere to BMI’s mission and core values
- Outgoing and congenial—people-oriented; able to engage members, staff, and board with warmth and humor, showing a genuine interest in them and their work; insightful, and an active listener

Measures of Success

While the specific goals and objectives for performance review will be developed between the successful candidate and the BMI board after hiring, the following are examples of the accomplishments the Board of Directors would consider in evaluating the success of the new Executive Director after a year in the position:

- Smooth transition of leadership with no loss of momentum
- The Executive demonstrates an understanding of the book manufacturing industry and the principles of association management
- The Executive has established strong relationships with the Board, staff, and existing and prospective members, with regular and effective communication
- Plans for growing the BMI membership have been created and are being implemented
- Working with the board, the Executive Director has articulated a creative vision for the future of BMI
- The Executive Director has assessed BMI meetings and developed a plan to deliver programs with compelling educational and professional development content that will result in increased attendance, higher member satisfaction, increased revenues, and greater visibility for BMI
- The Executive Director has begun to explore how BMI can most effectively involve itself in advocacy activities



II. Organizational Overview

About BMI

Since 1933, the Book Manufacturers' Institute (BMI) has provided tremendous value to its member companies and others associated with the book manufacturing industry. BMI member companies range from full service book manufacturers to those specializing in the digital print market, specialty binderies, component printers, packagers, equipment manufacturers, and suppliers of a variety of materials and services.

The Book Manufacturers' Institute is a unique association in that it is the only graphic arts association that focuses on the Book Manufacturing market. The members of BMI have been providing leadership, counsel, and direction to companies who make up the Book Manufacturing supply chain for over 80 years. This provides great value to members in that the programs, conferences, and interaction with other members is focused on book manufacturing issues.

In addition to the critical lobbying efforts BMI supports in partnership with the PIA and AAP, BMI is comprised of members who are leading the way in revolutionizing the supply chain for books. Members, who are experts in the entire book manufacturing supply chain, address industry wide concerns bringing together input from a vast amount of experience and knowledge. The ability to interact and network with peers, focus on common issues, and rely on relationships that BMI has developed with publisher based organizations and with other graphic arts associations are the main reasons for maintaining BMI membership.

BMI is the leading trade association that brings together the companies who are creating print technology, new bindery solutions, innovative workflow, distribution, and manufacturing of all known formats of the printed book. BMI leads the way in industry leadership and change for book

production and manufacturing from Offset to Inkjet to Print and Distribute on Demand.

From its efforts to promote readership and literacy, to its efforts to address governmental issues, to the development of standards for the print materials used in the educational markets, as well as its unparalleled networking opportunities, BMI gives back to its members, to the book industry, and to the communities in which its members do business.

BMI has a staff of two and a budget of approximately \$500,000 per year.

Membership

Active Members

Any person, firm, partnership or corporation, both within the Continental limits of the United States and outside the Continental limits of the United States, which is directly engaged in the manufacture (pre-press, digital archiving, printing, binding, fulfillment & distribution, etc.) of books, shall be eligible to become an Active Member. BMI serves 34 Active Members.

Associate Members

Any person, firm, partnership, or operating unit within a corporate group engaged in the design, manufacture or distribution of machinery or supplies, or which provides services for the manufacture of books, shall be eligible to be an Associate Member. Additionally, any person, firm, partnership, or operating unit within a corporate group which provides consulting and advisory services to the manufacturers of books, shall be eligible to be an Associate Member. BMI serves 56 Associate Members.

Mission Statement

BMI supports book manufacturing leaders in their work to drive the promotion, efficiency, and growth of book markets for readers and educators in North America.

Strategic Priorities

- Conduct BMI's two conferences: the Annual Meeting and Conference in late October/early November, and the Management Conference in late April/early May to provide an opportunity for industry members to meet and interact with their peers and to discuss and work on the problems of industry wide concerns
- Maintain and grow BMI's membership
- Enhance BMI's image
- Ensure that BMI can successfully fulfill its Mission into the future

Officers and Directors

- **President**
Kent H. Larson, Bridgeport National Bindery, Inc.
- **Vice President / President- Elect**
James H. Fetherston, Worzalla Publishing Company
- **Treasurer**
Paul Genovese, Lake Book Manufacturing Inc.
- **Executive Vice President & Secretary**
Daniel N. Bach

Directors

- Guy Broadhurst, Canon Solutions America, Inc.
- Mike Collinge, Webcom Inc.
- Jac B. Garner, Webcrafters, Inc.
- Ted Greene, GP2 Technologies
- Jay Foster, SoftSolutions, Inc.

- Jim Heckman, HF Group
- James Kaeli, Muller Martini Corp.
- Mark Levin, HP
- David McCree, LSC Communications
- Nicholas Ranciglio, Jaffe Book Solutions
- Joseph H. Upton, Edwards Brothers Malloy
- Suzanne Wiersma, Wallaceburg Bookbinding

General Counsel

- Robert J. Boyd, Esquire

Web Presence

<https://bomi.memberclicks.net/>

III. About Vetted Solutions

Vetted Solutions is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

To apply, please visit the Current Searches pages on our website at: www.vettedolutions.com.



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