Celebrating over 41 years of excellence

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

The California Veterinary Medical Association is committed to serving its membership and community through innovative leadership and to improving animal and human health in an ethically and socially responsible manner.

Our client, the California Veterinary Medical Association (www.cvma.net), is seeking a dynamic new Executive Director as its current leader prepares to retire.

The CVMA is a vocal advocate for California veterinary professionals and for the health and welfare of animals. In 1888, a small group of veterinary practitioners met in San Francisco and formed the California State Veterinary Medical Association, the 14th state association in the nation. The CVMA, now with over 7,400 members, is one of the largest veterinary medical associations in the country. Its leaders were among the pioneers of modern veterinary medicine and were instrumental in the establishment of the School of Veterinary Medicine at the University of California, Davis. That leadership and innovative approach continues to drive the organization today.

In addition to the membership association, CVMA also has the California Veterinary Medical Foundation, a non-profit, charitable organization, which was formed in 1995. The Foundation is devoted to helping animals in California, especially during disasters, and is completely funded by donations. CVMA also has a wholly owned subsidiary, Veterinary Insurance Services Company, and the CVMA PAC.

CVMA Goals:

- To enhance the business, professional, personal, and leadership growth of its membership.
- To be fiscally responsible and financially secure.
- To be a vocal advocate for animals and the profession.
- To be the respected source of pertinent information for members and the public.

Volunteer Leadership: CVMA’s 15-member Board of Governors sets the policy and vision for the association and is fiscally responsible for its actions. The House of Delegates, an advisory body to the Board of Governors, is composed of delegates from 35 constituent associations throughout California. The House of Delegates acts
as a liaison between the members of the Association and the Board on matters of local and regional interest and on matters of policy affecting the practice of veterinary medicine.

**POSITION SUMMARY**

The CVMA Executive Director reports to the 15-member Board of Governors which determines the position’s duties. The Board of Governors is chaired by the CVMA President. The Executive Director also serves as the organization’s liaison with the American Veterinary Medical Association. The Executive Director has oversight for the CVMA PAC, the Foundation, and the wholly owned insurance company, VISC. Typically, CVMA runs a $4 million annual budget, the majority of which is generated by membership dues and conference revenue. For the 2020 fiscal year, CVMA is estimating $2.5-3.0 million in revenue, due to the pandemic-related cancellation of their annual conference. There is a committed and professional staff of sixteen, working together to provide benefits and services to the veterinary profession. The staff, board, and members work in a thriving and collaborative environment with veterinary professionals across the state and the nation.

The Executive Director of the CVMA has primary responsibility for day-to-day management of the CVMA and programs that include membership recruitment and retention, plus benefits and services. The Executive Director provides oversight of important legislation that affects the veterinary profession and animal health and welfare. The position oversees the providing of excellent continuing education opportunities to CVMA members, programs that help animals during disasters, all publications, and a successful membership insurance program. In addition, and as noted above, the Executive Director also has financial oversight of the Foundation and CVMA-PAC.

Members of the CVMA are dedicated and passionate medical professionals who work for the betterment of animal health and welfare and enthusiastically support their Association. The Executive Director position offers the successful candidate an opportunity to lead an exciting, innovative, and nationally respected organization in the service of an important mission. Never dull, this assignment provides interesting and new challenges with opportunity to learn, constantly changing conditions, and travel throughout California and occasionally throughout the country. This is a unique opportunity to make a difference for a special community.
The CVMA Board of Governors would like the new Executive Director to onboard for approximately two months with the retiring Executive Director.

EXPECTED OUTCOMES FOR THE FIRST YEAR

It is expected that the Executive Director will achieve the following by the end of the first year of employment (in implementation order):

- Within the first 60 days, will have met with staff, Board members, and other key stakeholders, and established a plan of regular communication and relationship-building
- Within the first 120 days, will review financial, membership, program, legislative, and regulatory issues
- Within the first 120 days, will have a review with the Executive Committee
- By the end of the first year, will be seen as an integral and respected leader in the industry, who has implemented a plan to increase membership and raise the association’s visibility, is a proactive and successful advocate for the profession, and is an effective coalition-builder with aligned organizations

PROFESSIONAL EXPERIENCE

Successful candidates will have the following professional experience that will allow them to achieve the outcomes noted above (in priority order):

- Seven plus years of professional experience with increasing responsibility
- Experience managing a budget of at least $2M and a staff of at least 10
- Experience working for a membership or trade association
- An understanding of legislative and regulatory advocacy; experience in California preferred
- Experience reporting to or being on a Board
PROFESSIONAL COMPETENCIES

Successful candidates will have the following competencies that will allow them to achieve the outcomes noted above (in priority order):

- Organization and management skills
- Leadership skills
- Ability to anticipate future trends that may impact the organization and stakeholders
- Communication skills, both oral and written
- Enjoys building relationships and representing the CVMA

EDUCATION/CREDENTIALS

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

- Undergraduate degree required, MBA a plus
- Certificate in association management a plus
- DVM a plus

CULTURE

The ideal candidate will possess values, a work style, personal traits, attributes, and characteristics that will create an excellent fit with the organization’s culture and structure (in priority order):

- Trust, honor, and respect
- Honesty, reliability, and dependability
• Advancing and protecting the veterinary profession and the business of the profession
• Innovative and leverages technology
• Nimble and proactive
• Demonstrates increasing value to the varied size, type of ownership, and geography of the CVMA members
• Community-based profession
• Performance and continuous improvement based
• Laser-focused on and passionate about CVMA's purpose
• An internal and external customer culture
• Promotes individual and team development and empowerment

THE COMMUNITY

This position is located in Sacramento, the capital of California and the county seat of Sacramento County. 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 fourth largest city in California and the 25th 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 hospitals in the Sacramento region.

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 Sacramento Kings, the Sacramento River Cats (the San Francisco Giant’s AAA baseball team), and the Sacramento Republic FC, a USL Professional soccer team. Recently, the MLS awarded Sacramento the rights to become the league’s 29th soccer team and begin major league play in 2022. The club will build a new, $350 million, 20,000-seat soccer stadium in the downtown Railyards District. This comes on the heels of the recently opened Golden 1 Center, a high-tech basketball and entertainment arena, starting a downtown renaissance.

The Crocker Art Museum is one of the leading art museums in California and is currently planning a $40 million expansion. 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 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 thirty-eight 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](http://www.selectsacramento.com).

**COMPENSATION AND INTERVIEW PROCESS**

The compensation package includes a salary of $175,000. The Executive Director also receives $7,500 per year for serving on the VISC board. CVMA provides comprehensive medical, dental, vision, life, and long-term disability insurance. The association also offers and contributes to a 401(k)-retirement plan. Travel, statewide and around the country, is estimated at 15%.

Pre-screened, selected candidates will be invited for an initial interview with the Search Committee, on Monday, July 13, 2020, with second interviews the following afternoon.
PROCEDURE FOR CANDIDACY

For confidential consideration, at your earliest convenience and no later than COB on Friday, June 19, 2020, please email your chronological resume (to include description and size of current/prior organizations and responsibilities) and compensation expectations to:

CVMA-ED@wilcoxcareer.com

WILCOX MILLER & NELSON CONTACT

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