



Position Fact Sheet

California Cable & Telecommunications Association

President

Sacramento, CA

January 5, 2022



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This Position Fact Sheet is intended to provide information about The California Cable & Telecommunications Association and the position of President. It is designed to assist qualified individuals in assessing their interest.



COMPANY OVERVIEW

Vision Statement: *“The California Cable & Telecommunications Association will be the leading advocate and voice for effective public policy to champion the value and importance of a dynamic and innovative industry that is changing the way Californians live, work, and connect.”*

Our client, the California Cable & Telecommunications Association (cable.org), is seeking a new President to follow a long-time leader.

The California Cable & Telecommunications Association (CCTA) is the industry’s largest state cable and telecommunications association. CCTA is a leader in the development of video, broadband, and communications policy in California. The policy set in California echoes across the nation, making this position essential to national communication policies and regulation. CCTA represents the industry before the California Congressional Delegation, the California Governor and State Legislature, state regulatory agencies, and the state and federal courts.

Paramount among the Association’s goals is ensuring that the industry remains competitive in the rapidly changing world of information and communication services that contribute significantly to California’s economy. In 2022, broadband will continue as an issue of significant focus as multiple parties come together and work to bridge the digital divide.

The CCTA is a 501(c)(6) organization, has an annual budget of \$3.5M, a staff of seven, and an Executive Committee of ten. The 36 board members are comprised of Multiple System Operators and content providers such as Charter Communications, Comcast, Cox Communications, Viacom, A&E, and NBC Universal. The major members are Charter, Comcast, and Cox.



POSITION SUMMARY

The President of the CCTA reports to the Board of Directors and serves as the primary leader of the organization. He/she will manage, direct, and oversee all operations of the Association, including:

- Strategic planning
- Development and implementation of a coordinated legislative and regulatory strategy, including strategies for third-party coalition-building and engagement
- Preparation of the Association's annual budget
- Establish and maintain relationships with key state legislative and executive branch members, directors and staff of the state public utilities commission, and the state's congressional delegation, along with third-party partners
- Ensure that the interests of the cable industry as a provider of multichannel video service, high-speed Internet service, and telephone are understood by governmental bodies and reflected in their public policies
- Establish and maintain a grassroots lobbying network, leveraging both CCTA's relationships and those of its members
- Serve as the industry spokesperson and resource for state media and other organizations and coordinate the Association's public affairs activities
- Support and participate in national meetings related to the cable industry
- Oversee the administrative duties of the Association and the Association's political action committee, including preparation of a strategic political engagement budget on at least a semi-annual basis

In addition to advancing and representing the interest of the industry, this position will foster and promote consensus and collaboration among the CCTA members. This critical collaboration will be on the development of public policy related to cable and advanced telecommunication and information services, including, video, voice, data, and other services. As well, the President will lead the dissemination of information to broaden policy makers' understanding of the cable industry's role in



the evolution and innovation of technology and its importance to government, education, and society.

This position is an outstanding opportunity to assume a high-visibility, leadership role in a consequential and influential, statewide trade organization, representing companies that will play a leading role in the future of video, broadband, and communications policy in California and beyond, during a historical time of broadband investment.





EXPECTED OUTCOMES FOR THE FIRST YEAR

It is expected that the President will achieve the following (in implementation order):

By the end of the first quarter...

- Within the first 45 days, will have identified and met with staff, Executive Committee members, key legislative leadership and committee chairs, major stakeholders, and strategic partner organizations to begin the relationships and gain an understanding of the ongoing communication needs and needs for productive third-party partnerships
- Will have completed an organizational review/audit (issues, structure, staff, membership, processes, resources, initiatives, governance) and presented findings to the Executive Committee
- Will be getting up to speed on this critical time of changing broadband policy and the billions in public funding for such
- In conjunction with the Executive Committee, will have begun preparation for a strategic planning process, to include a rebranding campaign and a plan for political giving (including PAC and candidate contributions)

By the end of the second quarter...

- Will be in the process of creating early legislator education on the telecommunications and broadband industry

By the end of the third quarter...

- Will have begun implementation of the new strategic plan and aligned rebranding campaign

By the end of the first year...

- Will have successfully collaborated with the legislature and the industry to enable positive outcome
- Will be seen as a state leader on broadband policy



PROFESSIONAL EXPERIENCE (in priority order)

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

- California policy experience and an understanding of its laws, statutes, and regulation
- Respected public profile in legislative and government advocacy
- Experience as a spokesperson for a high visibility, major organization
- A track record as a consensus builder in challenging situations
- Executive and administrative leadership experience, with budget responsibility of at least \$5 million, and has managed and successfully developed at least five staff members
- Experience in a membership/trade association (volunteer experience acceptable)
- An understanding of technology and its use in communicating policy
- An understanding of the telecommunications industry a plus

PROFESSIONAL COMPETENCIES

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

- Political savvy and political sense, which at times may conflict with each other; and the ability to understand when something is politically correct but analytically wrong
- Provides innovative thinking, with new approaches and creative messaging
- Ability to build consensus and coalitions
- Engaging leader who is solution orientated
- Executive/boardroom presence



EDUCATION/CREDENTIALS

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

- JD or graduate degree preferred
- Track record of ongoing executive education

CULTURE

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

- An awareness and respect of CCTA's impact in California and the national trends which follow
- Performance-based, with holistic organizational alignment
- A commitment to diversity
- Appropriately transparent



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 sixth largest city in California and the 35th 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. Plans for a new 3.6 million square foot university teaching hospital and campus are under review and construction may begin in a matter of months.

The Sacramento region is experiencing a profound shift in its competitive position, in large part due to an influx of entrepreneurs, businesses, creative professionals, and remote workers looking to escape costly urban living. Hundreds of residential units will open next year in the central city grid, and even more are in advanced planning stages.

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. The Golden 1 Center, a high-tech basketball and entertainment arena and the home of the Kings, opened in 2016, starting a downtown renaissance.





The Crocker Art Museum is one of the leading art museums in California. Plans are underway for the development of an adjacent park into a public, art-focused gathering place. 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 approximately thirty-five 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.

COMPENSATION AND INTERVIEW PROCESS

The competitive compensation package includes a salary of \$330,000 to \$360,000 plus a results-based bonus based on meeting the above noted expectations. The position is also eligible for employer-paid health insurance and a 401(k) retirement plan. An automobile allowance is provided. Travel, primarily statewide, is estimated at 20%.

Wilcox Miller & Nelson will prescreen candidates. Subsequently, our client will continue to refine the candidate pool via a four-stage interview process. There will be a Zoom interview with the Search Committee on February 21st, a Zoom interview on February 23rd with a group from Operations, Government Affairs, and Regulation, and a Zoom interview on February 25th with the Executive Committee. On March 4th, finalists will meet in-person (location TBD) with the three major members.





PROCEDURE FOR CANDIDACY

For confidential consideration, at your earliest convenience and no later than February 5th, 2022, please email your chronological resume — to include description and size of current/prior organizations and responsibilities — and compensation expectations to:

CCTA@wilcoxcareer.com

WILCOX MILLER & NELSON CONTACT

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