

EXECUTIVE POSITION PROFILE

Executive Director



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Table of Contents

Click any entry in this Table of Contents to go directly to that page.

Click on the page number at the bottom of any page to return to the Table of Contents.

I. Position Description	3
Overview	
Scope of Position	
Experience and Qualifications	
Key Responsibilities	
Personal and Professional Qualities	
Measures of Success	
II. Organization Review	8
About NESPA	
Mission	
Chapters and Affiliations	
Trade Show and Education	
Other Member Programs	
NESPA Officers	
Headquarters	
Web Presence	
III. About Vetted Solutions	10

I. Position Description

Overview

Vetted Solutions is recruiting and evaluating candidates for the position of Executive Director of the Northeast Spa and Pool Association (NESPA). NESPA represents companies involved in the spa and pool industry in the northeastern United States and has approximately 825 members, a staff of nine, and an annual operating budget of approximately \$3 million. The association's headquarters are located in Hamilton Township, New Jersey, just east of Trenton.

This is an outstanding opportunity for a seasoned executive to make a significant impact over the next several years on the association representing the pool and spa industry in the Northeast and on the industry itself. NESPA seeks a visionary and passionate leader who, working with the Board of Directors, chapters, and members, can chart a course that ensures its continued success. Though a regional organization, NESPA rivals many national trade organizations in terms of budget, staff, member services, trade show size, and advocacy impact; and the Executive Director will lead a committed staff team, run the NESPA Foundation and LLC, and be closely involved with the Association's Board of Directors in creating strategic plans and programs.

Scope of Position

The **Executive Director** manages the association's operations and headquarters, including all staff management and terminations. He or she is responsible for directing or overseeing administration, marketing, publications, education programs, government relations, and the strategic plan for the organization. As such, s/he makes recommendations to the Board with respect to programs and policies. In addition, he or she will be responsible for managing resources, increasing member value, and exploring new ways for NESPA to serve its industry. The position reports to the NESPA Board of Directors through its President.



Experience and Qualifications

- Bachelor's degree
- Five to ten years' executive level experience in a related trade association or company in the pool and spa industry
- Strong communication and public speaking skills, including the ability to articulate the value of the association to its members, other stakeholders, and the public
- An entrepreneurial approach and demonstrated background of creating new programs, products, or services through "out-of-the-box" thinking
- High level understanding of how to advocate successfully in both legislative and regulatory environments at the state and local level
- A passion for the work of NESPA and ability to quickly grasp critical information regarding issues that impact the membership
- A leadership style that reflects integrity, drive, and shared responsibility
- The ability to connect with a highly entrepreneurial membership working in a fast-paced industry
- A management style that attracts, develops, and retains high performing staff members



- Proven management skills and a track record of creating activities that led to long-term success for an organization
- Strategic thinking ability and experience in developing and implementing a strategic plan
- Sensitivity to generational differences among stakeholders, ability to communicate across generations, and experience in engaging the next generation of decision-makers or leaders
- Experience serving as an organizational spokesperson and ambassador
- Strong written and verbal communication skills
- Well-developed listening skills
- Ability to find creative solutions to complex problems
- Demonstrated ability to grow members or customers
- Hands-on experience in financial management, including budget preparation, monitoring, analysis, and reporting
- Demonstrated ability to develop new products or services
- Direct experience in planning or oversight of a large trade show
- Ability to create diverse revenue streams
- Understanding of and experience in the planning and delivery of professional education
- Current knowledge with regard to technologies used in business, including social media, association management software, and the electronic delivery of services
- The ability to build consensus with both internal and external audiences and to create partnerships and coalitions
- Experience working with chapters and foundations a plus

Key Responsibilities

Administration and Financial Management

- Manage the daily operations and relations with external customers such as association and industry members, government agencies, and employees with special emphasis on customer satisfaction, high quality service, and best practices in modern management
- Hire, supervise, develop, evaluate, reward and terminate all personnel
- Develop contracts with outside suppliers and consultants that delineate responsibilities and performance measures, and work with staff to see that contractors are performing as expected
- Serve as the Manager of NESPA, LLC a real estate holding company. This includes tenant relations, financial oversight, and maintenance & upkeep
- Work with the Finance/Budget Committee to develop the budget; monitor all income and expense; report on quarterly status of financial operations versus projections
- Act as the key staff person on the Finance/Budget Committee
- Evaluate investment policies and procedures
- Work with auditor to prepare annual financial statements

Membership

- Grow the membership and increase member value
- Work with chapters to develop innovative ways to attract new members and retain existing ones with special emphasis on engaging younger members
- Make recommendation to the Board regarding the funding of membership programs
- Ensure members are kept informed on important policies and procedures
- Visit and communicate with prospective members to present the benefits of NESPA membership

Government Relations

- Serve as the main point person on all Government Relations Advisory Committee (GRAC) issues



- Work with chapters and GRAC on all government relations issues, both reactive and proactive and provide information to the Board, chapters, and directly to members when required
- Employ attorneys and lobbyists as needed within budgetary parameters
- Provide oral and written testimony at public hearings and in response to announcements of legislative changes, as needed
- Ensure members receive up-to-date information on all legislation, codes, licensing requirements, etc. necessary to work safely, successfully, and lawfully

Trade Show

- Ensure that the annual Pool & Spa Show, which currently includes over 10,000 attendees and 400 exhibitors, inspires and excites attendees as well as provides them with opportunities to learn, network, and do business
- Ensure the show continues to grow in attendance, exhibits, attendee satisfaction, and net revenues
- Work closely with the Show Manager in the development and promotion of all aspects of the Show
- Oversee show operations handled by Show Manager



Strategic Planning

- Stay informed regarding trends and data related to the pool and spa industry and to the best practices in association management
- Recommend new initiatives to the Board and Super Committees to improve NESPA
- Act as the key staff person on the Strategic Planning Committee
- Report to the Board annually on the status of all goals and objectives from the Strategic Plan and create operational and budget plans in support of the strategic plan

Communications and Outreach

- Serve as spokesperson for the association
- Represent NESPA to the consumer and trade press
- Represent NESPA to the association community, within the pool and spa industry, and at events of related professional associations and partners
- Provide leadership in establishing technical networks to assist NESPA members
- Oversee NESPA publications and website
- Supervise the development of all public relations and marketing materials developed for specific events and for the organization

- Build awareness in the general public regarding safety and professionalism in pool and spa manufacturing, construction, and maintenance
- Ensure that staff and contractors present a uniform and professional image of the organization
- Maintain and develop partnerships that promote and protect the pool and spa industry

Education

- Ensure NESPA education programs employ the best practices in adult education today
- Create educational programs that support various industry credentials
- Ensure that NESPA education serves the needs of its member companies to develop their own workforce
- Deliver NESPA educational programs through multiple channels

Governance

- Ensure board members are kept informed about all important issues of policy or procedure that might impact NESPA's successful operation

- Assist the President in leading all regular board meetings and special meetings to ensure they are held in accord with bylaws; policy; and federal, state, and local laws
- Assist the President in leading the annual Congress of Committees
- Ensure that all Super Committees have appropriate staff resources
- Develop white papers on special issues, as requested, outlining options and making recommendations
- Ensure all board decisions are codified and established as policy directives when applicable

NESPA Foundation

- Serve as the Executive Director of the NESPA Foundation
- Ensure the management and growth of the foundation consistent with its strategic plan, budget, and the directives of its Board of Trustees
- Work with the auditor to prepare the annual audit, Form 990, and other financial statements
- Oversee the work of the bookkeeper, the chart of accounts, and the cash flow



Personal and Professional Qualities

The successful candidate will possess a collaborative work style and a range of personality traits necessary to work effectively within the association environment such as integrity, leadership, mentorship, and creativity. He or she will have an entrepreneurial mindset, and be an experienced and insightful leader, listener, communicator, and strategic thinker, who is nimble, proactive, and a quick study.

Measures of Success

The specific measures of success, including metrics, will ultimately be agreed upon by the candidate and the NESPA Board, but at the end of the new Executive Director's second year, the Board would expect the following:

- The Executive Director demonstrates a solid understanding of the pool and spa industry, its market, and the regulatory levers that impact the success of its members
- Association membership and revenues have grown
- A plan is in place to attract and engage younger members and to help develop a work force for the industry
- The Executive Director has created trust and developed strong rapport with the NESPA Board, staff, chapters, and members, supported through regular communication
- NESPA continues to position itself as the leading provider of education for the pool and spa industry
- The NESPA show has grown in attendance, net revenue, and impact
- Additional sources of non-dues revenue have been developed

II. Organization Review

About NESPA

Founded in 1958, the Northeast Spa and Pool Association is the leading trade association representing the pool and spa industry in the Northeast. Since its inception, NESPA has engaged in promoting and protecting its members, educating them, and raising their competency in all phases of business. In addition, NESPA serves as a resource for product and safety information for consumers.

Currently NESPA has over 825 members including builders; distributors; installers; retailers; service technicians; swimming pool, hot tub, and spa manufacturers; and manufacturers' agents.

NESPA members have access to discounts on year-round technical, business and certification courses, the latest breaking news on legislation and regulations impacting the industry, networking on the Chapter, Regional and National Levels, and the most up-to-date resource of technical, code and standard news impacting their businesses. NESPA is committed to member service and high quality programs and benefits, and more than 94% of NESPA's members renew their membership each year.

The NESPA Foundation for the Advancement of Education and Professionalism was founded by NESPA in 2009 as a separate 501(c)(3) educational non-profit organization dedicated to enhancing the professionalism of the pool and spa industry through promotion, education and research, safety, and charitable endeavors. Currently the Foundation supports learn to swim programs and other local, regional and national charitable efforts. NESPA's Executive Director also serves as Executive Director of the Foundation.

NESPA is headquartered in Hamilton, NJ, just east of Trenton. The organization has nine staff members and an annual operating budget of approximately \$3 million.

Mission

"The Northeast Spa and Pool Association exists to create a professional climate in which to advance commercial activities and to address the current and future needs of the pool and spa industry."



Chapters and Affiliations

NESPA is the Northeast affiliate of the Association of Pool & Spa Professionals (APSP) located in Alexandria, VA. Thus, NESPA members enjoy the benefits of three memberships when they join the organization: NESPA, ASPSP, and one of four local NESPA chapters, CONSPA (covering Connecticut), Long Island, Metro New York-New Jersey, or PennJersey.

Trade Show and Education

NESPA is the owner and producer of The Pool & Spa Show (formerly The Atlantic City Pool & Spa Show), one of the swimming pool industry's largest events. The Show draws 11,000 people to Atlantic City each year for four days of educational, business and social activities. The trade show features over 400 exhibitors and more than 70 business and technical sessions.

NESPA's other "trademark" industry activity is its Professional Training Institute (PTI). PTI encompasses technical and business training using both classroom training and extensive hands-on work. PTI offers the industry's broadest, most comprehensive training programs designed to upgrade professional skills in building, service, management and retail operations. Many of the courses offered through PTI prepare members to sit for various ASPSP certification exams.

Other Member Programs

Publications: NESPA publishes *Update*, a monthly digital newsletter, and *The Edge*, a quarterly magazine that also has a digital component. The editorial content includes both technical and business information focused on the Northeast.

Representation: NESPA serves as the voice of its members on legislation and regulations that impact the industry. The organization is directly involved in relevant legislation in its four northeastern regions, and employs a team of lobbyists working on behalf of members to prevent onerous regulations. They also monitor actions in other states and at the Federal level to keep members informed of trends that may affect them in the future.

Discounts and Affinity Programs: Working with preferred partners, NESPA offers numerous discount and affinity programs to members including electronic payment processing, Human Resource Services, accounts receivable and debt-collection management, business insurance, and member employee discount programs.

Awards: NESPA has an annual awards competition exclusively for members. The Outstanding Achievement Award—Builders Competition recognizes NESPA members whose installation of pools, spas, hot tubs and water features represent the best examples of the industry's products. The Outstanding Achievement Award—Service Competition recognizes NESPA members whose quality of service and repairs is paired with a high level of customer service. The Awards Program recognizes the winners, but also provides other NESPA members with inspiration for their own creativity and innovation.

Consumer Marketing: NESPA promotes the benefits of pool and spa ownership to consumers in the Northeast through a comprehensive, ongoing consumer outreach campaign. The campaign drives consumers to the association's online pool and spa professional locator that connects consumers to professionals in their area. NESPA members receive a free listing in this directory.

NESPA Officers

BOARD OF DIRECTORS

- **Irene Insignares**, *President*
Cool Pool & Spa Inc.
- **Ronald Falcioni**, *Vice President*
Darien Pool LLC
- **Barry Kenny**, *Treasurer*
Bel-Aqua Pool Supply, Inc.
- **Mitch Katz**, *Secretary*
Elite Landscaping, Inc.
- **Robert Blanda**, *Director at Large*
Mill Bergen Pool Center
- **John Lochren**, *Director at Large*
Solar Pool Enclosures of New York, Inc.
- **Jeff McGalliard**, *Director at Large*
Premier Pools & Spas
- **Robert Baron**, *Director*
Baron Pool Service, Inc.
- **Kyle Chaikin**, *Director*
Ultimate in Pool Care/Chaikin Ultimate Pools
- **Landon Eafрати**, *Director*
Jet Line Products of South Jersey, LLC
- **George Kazdin**, *Director*
Kazdin Pools and Spas
- **Joseph Koch**, *Director*
Blue Wave Pools
- **John Romano**, *Director*
All American Custom Pools & Spas, Inc.
- **Robert Russell**, *Director*
Glen Gate Company
- **Linda Voshardt**, *Director*
Bel-Aqua Pool Supply, Inc.
- **Amy Rullo**, *Chapter Director*
Premier Pool Renovations / Aquatic Artistry

Headquarters

6B South Gold Drive, Hamilton, NJ 08691

Web Presence

www.nespapool.org

III. About Vetted Solutions

Vetted Solutions is a Washington, D.C. 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 page at: www.vettedolutions.com



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