

CAREER OPPORTUNITY ANNOUNCEMENT

**CHIEF EXECUTIVE OFFICER
Gold Country Fair
20TH DISTRICT AGRICULTURAL ASSOCIATION (DAA)
1273 High Street
Auburn, CA 95603**

FINAL FILING DATE: **November 15, 2016**
(Application must be received by 11/15/16. Postmarks will not be accepted. All applications must be mailed to the Post Office Box indicated in this Announcement).

TIME BASE: ¾ - 1

SALARY RANGE: \$5,086 - \$8,302 monthly (exempt position)

BENEFITS: Medical, dental and vision, annual leave, PERS retirement

QUALIFICATIONS:

Desired

- Experience in business administration, public administration, marketing, public relations, communication, entertainment, agriculture, including producing livestock exhibitions, or related fields
- Demonstrated knowledge and experience in developing and managing budgets, maintaining sound fiscal policy; day-to-day record-keeping including payroll; and preparation of board- and government- required reports
- Knowledge and experience in planning, organizational restructuring and business development
- Knowledge and experience in fund-raising, grant and sponsorship development
- Ability to work cooperatively and communicate effectively with staff, board of directors, governmental agencies, local businesses, media and the community.
- Knowledge and experience in recruiting, training and supervising employees and volunteers
- Knowledge and experience in developing and implementing marketing plans and strategies
- Knowledge and experience in producing and directing community-relevant programs, entertainment activities and special events to include agriculture related events.
- Knowledgeable in the areas of purchasing, facility maintenance, public relations, contracting, and technology
- Ability to create and deliver public presentations
- Knowledge and experience working with Placer County resident's community members and business owners.

DISQUALIFICATIONS:

Any applicant who attempts to contact directly individual board members or members of the Selection Committee with the intent of influencing the decision of the Board or Committee will be disqualified as a candidate for the position.

ADDITIONAL INFORMATION ABOUT THE 20th DAA AND THE AREA:

Auburn is in Placer County located 80 miles northeast of San Francisco, between Sacramento and Reno, Nevada, along Interstate 80. Auburn is the county seat and is known for its California Gold Rush history and is a registered California Historical Landmark. Livability.com ranked Auburn in the Top 100 Best Small Towns in 2015. It is home to the Auburn State Recreation Area, the site of more endurance events than any other place in the world. Placer County is also known for its vast agricultural contributions.

20th DAA Facility Facts:

- * 38 acres
- * 8 buildings (approx. 44,000 sq. ft.)
- * 3800 seat grandstand
- * 1/4-mile clay racetrack
- * Parking: 650
- * Horse stalls: 100
- * RV hook-ups: 25

20th DAA Operational Facts:

- * 2016 budget: \$912,000
- * Current full-time staff: 2 & 3 part-time
- * 2016 fair attendance: 28,000
- * 2017 Fair dates: 09/07 to 09/10
- * Major annual events: Gold Country Fair, Auburn Home Show, Gold Country Pro Rodeo, Mountain Mandarin Festival, Fast Fridays Motorcycle Racing
- * 2016 interim attendance: 368,000
- * Number of 2016 interim events: Private: 35 events, Public 70 events

Community Facts:

- * County population: 355,000
Auburn: 13,488
- * Elevation: 9044 feet above sea level at highest level.
- * Climate: 20 to 95 degrees Fahrenheit
- * Unemployment: 4.7%
- * Industry: Agriculture, Construction, Farming, Financial Activities, Leisure & Hospitality, Education and Health Services, Trade & Transportation & Utilities
- * Recreation: Camping, Fishing, Gardening, Golfing, Hiking, Biking, Equestrian, Endurance, National Forrest, Parks & Trails, Wineries, Water Activities & Winter Recreation
- * Median family income: \$48,476

APPLICATION PROCEDURES:

Qualified applicants are invited to submit an application together with a personal resume and 3 references to:

**CEO Selection Process
Gold Country Fair
20th District Agricultural Association
PO Box 3001
8757 Auburn Folsom Road
Granite Bay, CA 95746**

SELECTION PROCEDURES:

- ❑ A screening committee will evaluate each applicant's personal resume and application.
- ❑ The applicants considered to be the best qualified for the position will be referred to the 20th DAA's board of directors for further consideration.
- ❑ Personal interviews will be scheduled at the Gold Country Fairgrounds for the most qualified candidates during the week of 12/12/16 – 12/16/16.
- ❑ The applications of all candidates will be held in strict confidence.
- ❑ The Gold Country Fair Board or its representative reserves the right to contact selected individuals who are familiar with the accomplishments of applicants.
- ❑ The Gold Country Fair Board its representatives may wish to visit the home community of the final applicant(s).
- ❑ It is anticipated that the Gold Country Fair Board of Directors will make its final determination on or before 12/31/16.

Questions regarding application or selection procedures may be directed to: CEO Search Committee 530-305-0902.

Job Announcement Chief Executive Officer

The Gold Country Fair 20th District Agricultural Association) in Placer County is accepting applications for its Chief Executive Officer. The ideal candidate will have demonstrated knowledge and experience in developing and managing budgets, maintaining sound fiscal policy, day-to-day record-keeping including payroll, and preparation of board- and government-required reports; planning, organizational restructuring and business development; fund-raising, grant and sponsorship development; recruiting, training and supervising employees and volunteers; producing and directing community-relevant programs, entertainment activities and special events; developing and implementing marketing plans and strategies; and be knowledgeable in the areas of purchasing, facility maintenance, public relations, contracting, agriculture and technology. The candidate must have the ability to work cooperatively and communicate effectively with staff and volunteers, the board of directors, governmental agencies, local businesses, media and the community. Deadline for submittal of application documents is **November 15, 2016.**

REPORTS TO: 20th DAA/Gold Country Fair Board of Directors, Chairman of the Board

SUPERVISION/BUDGET: The 20th DAA employs approximately 3 staff members on a full-time year-round basis and additional part-time or temporary staff members. Annualize revenue from all sources of business operations of approximately \$1 million.

GOVERNANCE: The 20th DAA has a nine (9) member Board of Directors which sets policy and governs all of its activities.

PRIMARY RESPONSIBILITIES: The CEO is responsible for the successful creation and execution of the strategic initiatives through direct leadership and overall management of the 20th DAA. The CEO is the visionary of the 20th DAA through which he/she will create and successfully implement the appropriate branding and marketing initiatives for the 20th DAA.

The CEO will provide the leadership and confidence to focus on the 20th DAA with tenacity and conviction. The CEO must exhibit a true and deliverable passion for his/her responsibilities. Additionally, the position entails a broad range of activities and responsibilities, ranging from long range visionary strategic planning to specific projects and day-to-day operating issues. Specific responsibilities include the following:

- Provide the creative and managerial leadership for the 20th DAA. He/ she will, by example and by policy, establish a culture that promotes inspirational teamwork, hard work and the development of new ideas that may affect every aspect of the organization.
- Provide the development and management a comprehensive Leadership Development Plan. This Plan will include a succession plan for the Manager, key executives and other key management positions.

- Support and recognize that the success of the 20th DAA comes from the people that work and carry out the company's initiatives. The CEO is committed to leading an organization that includes people of diverse backgrounds, and values the unique contributions that come from a progressive team.
- Oversee the effective fiscal management of the Gold Country Fairgrounds including development and recommendation of business plans, operating and capital budgets, monitoring cash flow, providing reserves against contingencies, planning for future growth, paying down debt, and ensuring a sound financial condition.
- Establish and implement in concert with the Board the long-term strategic vision goals of the 20th DAA
- Provide leadership to the executive and management team members as well as the entire 20th DAA. As the CEO create the visionary direction with a passionate tone of infectious energy for the 20th DAA. The CEO prepares the Strategic Visioning of the 20th DAA for the Boards approval. He/she establishes and communicates the performance and personal objectives inclusive and in concert with its Mission along with personal expectations for performance and conduct. He/she will monitor specific performance, provide appropriate recognition while providing opportunities for diversity, training, development and advancement to achieve the Strategic Visioning on the 20th DAA.
- Set the "moral tone" for the organization, ensuring that, by example and by communicated policy, high standards of ethics, honesty, and conduct are maintained at all times.
- Provide sales and marketing initiatives designed to promote the brand initiatives of the 20th DAA to promote: Positive awareness as a destination, Greater beneficial use of the facilities. Increased attendance of all the events and activities
- Creates and successfully implement an effective branding strategy and marketing plan to promote increased interest and valued utilization of the Gold Country Fairgrounds.
- Maintain open communication with the Board; freely communicate ideas and recommendations relative to any aspect of the Gold Country Fairground operations, and keep the Board apprised at all times of financial and operational status and issues.
- Ensure that there are strong controls and systems that provide reporting on financial and operating results that is accurate and current. Utilize technologies in ways that can enhance efficiency, productivity, control, and service.
- Ensure that all employees understand and are well educated and trained in principles of guest experience and aware of the importance of their roles.
- Ensure that the physical property (real and personal) including the grounds, buildings, parking, equipment, and attractions are properly maintained, and that the appearance is attractive and in keeping with the image of the Gold Country Fairgrounds as a safe and enjoyable place to visit and work.
- Develop and maintain effective relationships with local government including Auburn, neighboring cities, the 20th DAA, along with state and federal legislative involvement. Maintain good lines of communication, and promote the 20th DAA position regarding economic, social, cultural and educational benefits on such issues including community and economic benefit, taxes and levies, property usage, etc.
- Provide a strong personal relationship and visibility among the community at large, and be involved in community programs, activities and associations.

Applications must be mailed to: **CEO Selection Process, Gold Country Fair 20th District Agricultural Association, P.O. Box 3001, 8757 Auburn Folsom Road, Granite Bay, CA 95746.**

TO ALL PERSONS INTERESTED IN THE POSITION OF:
Chief Executive Officer, 20th District Agricultural Association
Auburn, California

Thank you for your interest in serving the citizens of the 20th DAA and the California fair industry.

The Chief Executive Officer at The Gold Country Fair, or 20th District Agricultural Association, serves at the pleasure of a nine-member board of directors. Each board director is appointed by the Governor to a four-year term.

To be considered for the position of Chief Executive Officer, you must complete an application (enclosed) and submit it **no later than 11/15/2016**.

Please complete the application according to the following special instructions:

1. Complete the application form fully. The board of directors may refuse consideration of incomplete applications.
2. Type or write your responses to the application questions in the spaces provided or on a separate sheet. You may explain or otherwise elaborate on your answers to particular questions by attaching additional sheets of paper. Each attachment should clearly denote the question(s) to which it pertains.
3. Attach your resume.
4. Attach a list of three references, with addresses and telephone numbers.
5. Submit the completed application form and its attachments (stapled) to:

CEO Selection Process
Gold Country Fair
20th District Agricultural Association
PO Box 3001
8757 Auburn Folsom Road
Granite Bay, CA 95746

Please address questions about this position or application process to the President, Gold Country Board of Directors, at 530-305-0902.

CHIEF EXECUTIVE OFFICER APPLICATION

1. Mr./Ms. _____
(First) (Middle) (Last)

2. Residence Address: _____
(City) (County) (State) (Zip)

Phone: (_____) _____

3. Position Desired: _____ Date Available: _____

4. Have you ever been employed by a fair organization? YES NO

If so, when and where? _____

5. Present Business Title: _____

Company: _____

Supervisor: _____ Salary: _____

Address: _____
(City) (County) (State) (Zip)

Phone: (_____) _____ FAX: (_____) _____

6. **Work History:**

Twelve-year work history: (begin with most recent or present employment)

<u>Employer</u>	<u>Title/Type of Business</u>	<u>City/State</u>	<u>Starting/Ending Dates</u>
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7. **Educational history:**

<u>College/Graduate School (Location)</u>	<u>Course of Study</u>	<u>Degree Earned</u>	<u>Date of Completion</u>
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8. **Professional licenses and certificates:**

<u>Certificate/License</u>	<u>Date Issued</u>	<u>Certificate/License</u>	<u>Date Issued</u>
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1) _____ 3) _____

2) _____ 4) _____

9. **Current affiliations/memberships in professional organizations and/or societies:**

Organizations/Societies

Starting Date

10. ___Yes ___ No Have you resided at your current residence less than 5 years? If yes, please list all residences for the past five years.

11. ___Yes ___ No Are you a citizen of the United States?

12. ___ Yes ___ No Have you ever been affiliated (as an officer, owner, director, trustee, partner, advisor or consultant) with any institutions (corporations, firms, partnerships, business enterprises, non-profit organizations, etc.) within the past five years which might present a potential conflict of interest or appearance of conflict of interest with the district agricultural association, as defined in Government Code §1090 and/or §87100 et seq? If yes, please explain.

13. ___Yes ___ No Do you or any members of your immediate family own or have any interest which may present a conflict of interest with the district agricultural association, as defined in Government Code §1090 and/or §87100 et seq? If yes, please explain.

14. ___Yes ___ No Do you or any members of your immediate family own any interest in any real property adjacent to or in proximity with the fairgrounds?

15. ___Yes ___ No Were you ever discharged, rejected during probation, or have you ever been requested to resign or resigned under unfavorable circumstances from any employment? (You may omit any incident occurring over 7 years ago except a disciplinary or punitive dismissal, or a probationary period rejection from California State Civil Service). If yes, please give details.

16. ___Yes ___ No Are you presently serving as an elected city or county official?

17. ___Yes ___ No Are you presently doing business with the 20th District Agricultural Association, any board director or staff member? If yes, please explain.

18. ___Yes ___ No Have you ever or do you currently utilize other names professionally?
If so, please list:

1) _____

2) _____

3) _____

I certify that the foregoing questions are answered truthfully for the purpose of securing employment. If employed, I agree to conform to the rules and regulations of the State of California and the 20th DAA. I understand that any false answers or statements on this application or any supplement thereto, will be sufficient grounds for immediate discharge.

Date: _____

By: _____
(Applicant)

AUTHORIZATION AND RELEASE

I understand that should the offer of employment as chief executive officer of the 20th District Agricultural Association be made, it is conditional upon the completion and satisfactory results of an extensive investigation of my personal and business background. I hereby authorize the release of any and all information pertaining to me or businesses in which I participated, including information of a confidential or privileged nature in the possession of government or private agencies or individuals. I hereby release all such agencies or individuals who furnish such information from liability for damages which may result from furnishing the information requested. I also understand that my consumer credit report may be requested and used in connection with this application for appointment. The source of the report shall be a major national credit reporting agency, such as TRW, TRANSUNION, or EQUIFAX. In the event such a request is made, the credit agency should provide me with a copy of the report.

Date: _____

By: _____

California Department of Food and Agriculture Duty Statement

Chief Executive Officer (CEO)

The 20th District Agricultural Association Mission Statement strives to maintain and promote its facilities in a manner that encourages year-round use and to annually produce a fair that showcases the area's agriculture and other talents of its culturally diverse communities.

Classification:	Secretary-Manager III, District Agricultural Associations
Working Title:	Chief Executive Officer
Position Number:	014-000-4840-999
Location:	Auburn, California
Date Prepared:	October 17, 2016
Work Hours:	TBD

Essential and Non-Essential Job Function

A. Essential Job Functions

Function #1	Fair Sponsored Events	35%
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- Implements board policy, attends board meetings, provides monthly report, and develops agendas and minutes.
- Directs all aspects of the annual fair, creating and distributing exhibitor handbook, securing fair location, encouraging teacher and school participation, overseeing exhibits, securing sponsorships, and working with public relations representative.
- Review admission and parking rates with the Board; provide crowd control and law enforcement requirements, oversee distribution of admission passes.
- Oversee and ensure adequate safety and security staff, contractors, and/or law enforcement.
- Oversee and direct sponsorship development, marketing and public relations for annual event.
- Develop new and innovative ideas and programs to improve the annual fair always striving to improve revenue and event attendance.

Function #2	Financial Management	20%
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- Develops and manages budget, assures adequate bank balance, approves reconciled bank statements, and maintains a sound fiscal policy.
- Assures accurate processing of payroll and payables. Maintains financial record keeping.
- Produces the Statement of Operations.
- Prepares for annual state financial and compliance audit, responds to audit results, implements corrections as directed and assures compliance going forward in compliance within state requirements.

Employee's Statement

(Initial applicable statements)

____ I have read and understand the duties and essential functions of the position. I understand Reasonable Accommodation¹ and how it applies to essential functions.

____ I can perform the duties of this job without Reasonable Accommodation.

____ I will need Reasonable Accommodation to perform one or more of the essential functions described in this duty statement.

Employee Signature

Date

Supervisor Signature

Date

*Duties of this position are subject to change and may be revised as needed or required.

¹ A reasonable accommodation is an adjustment or modification to a job or workplace that allows qualified employees or prospective employees to perform the essential functions of the job successfully.