



EXECUTIVE DIRECTOR
INSTITUTE FOR FEED EDUCATION & RESEARCH
Arlington, Virginia
<http://ifeeder.org/>



The Aspen Leadership Group is proud to partner with the Institute for Feed Education & Research in the search for an Executive Director.

The Executive Director will assume overall responsibility and leadership for meeting the foundation's annual goals and objectives, as they relate to donor fundraising campaigns, donor stewardship, fundraising and awareness events, and communication of foundation project value to donors.

Founded in 2009 by the American Feed Industry Association (AFIA), the Institute for Feed Education & Research (IFEEDER) is a 501 (c)(3) public charity that supports critical education and research initiatives that assure consumers a safe, healthy, and sustainable food supply. IFEEDER serves as champion for the animal food industry—a critical link in the ever-evolving food supply chain—by funding critical animal feed and pet food research to support AFIA's legislative and regulatory positions; and developing appropriate messaging to policymakers, consumer influencers and stakeholders, which highlights the industry's very positive contributions to the availability of safe, wholesome and affordable food, and preservation of our natural resources.

IFEEDER is best defined by its successful projects in the areas of research and education. Future education initiatives are focused on preserving consumer choice, and protecting the animal food industry's image, and license to operate. This requires investing time and resources to continuously provide consumers with fact-based information that promotes a positive image for the industry as a whole. The messages' audience is policymakers, consumer influencers, and key stakeholders.

Once the country's largest industry, most consumers today are two to three generations removed from the farm and working in agriculture and are not knowledgeable about the facts of food production. Consumers need the opportunity and ability to make informed choices about their food purchases and diet. IFEEDER proactively engages consumers through policymakers, consumer influencers, and key stakeholders about the progressive industry of agriculture and proactive contributions in providing high quality, safe, and diverse food options available to consumers while also preserving natural resources, the welfare of livestock and poultry, and protecting the environment.

REPORTING RELATIONSHIPS

The Executive Director will report to the President and CEO.

PRINCIPAL OPPORTUNITIES

This is a very exciting and opportunistic time for the Institute for Feed Education and Research. Following a successful six years since the inception of the foundation, the Board of Trustees reflected on our positive progress, lessons learned from the experience, as well as their long-term objectives. As a result, they initiated an assessment process to identify and consider any appropriate changes to take the foundation to the next level. It is always better to make changes while in a positive performance.

This started with gaining input from current and prospective donors, as well as industry leaders. In addition, we benchmarked other successful foundations to enhance our knowledge. This led to some changes in our governance, administration and donor stewardship. Most exciting, we refocused the education and research priorities based on the industry input. This has been well received by the industry and resulted in new, actively involved donors.

This now provides a great opportunity for our new Executive Director to build on this excitement and momentum for the foundation. We are not foundation experts. The Board of Trustees is looking forward to this new Executive Director bringing their foundation expertise and leading us to the next level of successful investment and funding. This will include aligning with other foundations and/or allied groups that will enhance our success and impact. The successful candidate has a great opportunity to make their mark on a growing foundation and build relationships within and beyond the industry, based on their leadership and expertise.

Joel Newman
President and CEO, American Feed Industry

PRIMARY RESPONSIBILITIES

Fundraising

The Executive Director will

- develop and implement an effective donor fundraising plan to meet/exceed annual goals and objectives (AFIA corporate and individual members, allied donors, appropriate foundations);
- execute the fundraising plan, including prospect qualification, visits, tracking, and active engagement of the Trustees and/or volunteers in the process;
- successfully maintain and increase reoccurring donor commitments;
- oversee receipt of all donor commitment payments; and
- develop and recommend methods to include Trustee relationships and other resources to enhance the effectiveness of the overall fundraising process.

Donor Stewardship

The Executive Director will

- provide overall leadership for the donor stewardship plan, including but not limited to donor engagement activities and events, donor recognition, acknowledgments,

- newsletters, annual reports, and communications that effectively convey the value and impact that foundation projects are bringing to donors and the industry;
- develop and maintain meaningful relationships to increase giving and mission support;
 - maintain awareness and enthusiasm for on-going contributions to IFEEDER, based on the impact of the various projects; and
 - work with the AFIA Executive Assistant to ensure all donor recordkeeping and follow-up is maintained accurately and is used to enhance fundraising and stewardship functions.

Board of Trustees and Committees

The Executive Director will

- provide leadership and organize Board of Trustee meetings and events;
- maintain regular communication with the Education & Marketing and Research Committees;
- participate in the review of new project recommendations to the Trustees;
- ensure the intended and realized impact of funded projects is well understood and communicated; and
- assist in the management and completion of projects within the budget and to achieve desired outcomes.

Public Relations

The Executive Director will

- participate in industry forums and activities that are aligned with IFEEDER's mission and vision;
- identify and nurture broader industry coalition partner relationships that support the overall focus of IFEEDER;
- participate in media interviews as appropriate and arranged by the AFIA Communications team;
- oversee the annual in-kind agreements with media partners; and
- participate and interact at AFIA meetings to regularly voice the mission and value of IFEEDER as AFIA's foundation.

Strategic Planning

The Executive Director will

- implement the strategic direction as defined in conjunction with the Board of Trustees, Chairman and President.

KEY COLLEAGUES



Joel Newman

President and CEO, American Feed Industry

Joel Newman is the American Feed Industry Association's President, CEO and Corporate Treasurer. Newman has more than three decades of diverse executive experience in agribusiness, with United Cooperative Farmers, Maple Leaf Foods, and Agway. He brought an exciting new vision to the association when he joined in 2004 and has effectively led the membership and staff through a landmark era of change. In 2005, Secretary of Agriculture Mike Johanns appointed Newman to the

Agricultural Trade Advisory Committee for Grains, Feed and Oilseeds. Newman represents AFIA on international issues and is a director of the International Feed Industry Federation, headquartered in Germany. He holds a Bachelor's degree in animal science from West Virginia University and a Master of Business Administration in finance and marketing from Syracuse University.



Sarah Novak
Vice President of Membership and Public Relations, American Feed Industry Association

Sarah Novak is the American Feed Industry Association's Vice President of Membership and Public Relations. She is the staff contact for the Networking, Education & Mentoring in Agriculture and Marketing committees. Prior to joining AFIA, Novak was Director of Membership for the U.S. Grains Council and has industry experience from her employment with Vita Plus and Milk Specialties. Novak joined AFIA in 2007 and holds a Bachelor's degree in animal science and a Master's degree in Communications from the University of Wisconsin.



Paul Phillips
Chair, Board of Trustees

Paul Phillips is the president of Max-Lift, Inc., located in Dallas, Texas, and holds a key executive role in the sister division, Southwest Agri-Plastics. He has been in this role since 1992. Phillips holds a Master of Business Administration from the University of Texas at Dallas and a bachelor's degree in marketing from West Texas A&M University.

Phillips currently serves as Chair of the Institute for Feed Education and Research Board of Trustees, and was Chair of the American Feed Industry Association Board of Directors in 2016-17. He has also served on various other committees and task forces for AFIA. In addition, he is a member of the Grain Elevator and Processing Society, National Industrial Belting Association, Power Transmission Distributors Association and Conveyor Equipment Manufacturers Association.



Richard Sellers
Senior Vice President of Public Policy and Education, American Feed Industry Association
Secretary, Institute for Feed Education and Research

Richard Sellers, PAS, Dipl., ACAS, is the American Feed Industry Association's Senior Vice President of Public Policy and Education. Sellers joined AFIA in 1991 and was promoted to his current position in 2013. In 2016, Sellers was elected as a diplomate of the American College of Animal Sciences. He holds a Bachelor's degree from the University of Memphis and Master's degree from the University of Arkansas in animal sciences. Sellers' responsibilities include overseeing legislative and regulatory efforts, interacting with the U.S. Food and Drug Administration, state feed control agencies and legislative bodies, and providing comments to those agencies and information about those agencies to AFIA membership. Previously, Sellers served as a Texas state feed control official. He is also a registered professional animal scientist.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Executive Director should have

- foundation leadership experience;
- excellent interpersonal and relationship building skills;
- proven dynamic and creative leadership performance;
- strong planning and organizational skills;
- strong writing and public speaking skills;
- sound financial and endowment investment understanding;
- proficiency in computer, software, and Internet applications;
- ability to travel up to 50% of time and make donor cold calls;
- willingness to work flexible hours; and
- demonstrated passion for IFEEDER's mission and vision.

A Bachelor's degree is required for this position as is five or more years of foundation experience. A Bachelor of Science degree in agriculture or a related degree is preferred. Industry sales, marketing, fundraising and/or business profitability management experience is desirable. All applications must be accompanied by a cover letter and résumé.

SALARY & BENEFITS

The Institute for Feed Education & Research offers a competitive salary and benefits package.

LOCATION

This position is located in Arlington, Virginia, five miles south of Washington, DC.

DIVERSITY AND INCLUSION

In order to provide equal employment and advancement opportunities to all individuals, employment decisions will be based on merit, qualifications, and abilities. Terms and conditions of employment will not be influenced or affected by an applicant's or employee's race, color, religion, sex, national origin, age, disability, or any other characteristic protected by Federal or State law. AFIA and IFEEDER will make reasonable accommodations for qualified individuals with known disabilities.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Don Hasseltine:

donhasseltine@aspenleadershipgroup.com.



ASPEN LEADERSHIP GROUP

Aspen Leadership Group focuses exclusively on search and talent management in the field of philanthropy. Recognized leaders in the field recruit and provide counsel to other leaders and emerging leaders, building enduring, productive relationships and supporting exceptional careers.

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