



## Opportunity Profile

# Chief Executive Officer Cattle Feeders' Associations

### The Opportunity

Beef production is an anchor of the Canadian agricultural sector. Over 2.8 million head of beef cattle are raised in Canada for processing and exporting, generating \$6.5 billion in income. (2013 stats). Of this over 45% (1.3 million tonnes) is exported to over 56 countries.

Alberta alone, accounts for nearly one-half of beef cattle in Canada which includes two thirds of the fed cattle production in the country. The *Alberta Cattle Feeders' Association* (ACFA), established in 1973 to represent cattle feeders was a driving force in the creation of the *National Cattle Feeders' Association* (NCFA) in 2005. ACFA provides the staffing and infrastructure needs of the National organization.

ACFA is the voice of cattle feeders in the province of Alberta. It addresses feedlot, market, trade, and competitive issues and provides a forum for policy development. Through an open and transparent process, the ACFA welcomes the bridging of partnerships to move the industry forward. The ACFA strives for a secure business environment for the cattle feeding industry.

#### ACFA Vision

Championing a sustainable cattle feeding sector in Alberta.

#### ACFA Mission

Pursuing innovative and collaborative solutions for a thriving Alberta beef industry.

#### Strategic Priorities of the ACFA are:

1. Building membership by delivering value.
2. Engaging with the provincial government to strengthen the health and vitality of the cattle feeding sector in Alberta.
3. Collaborating with partners to advance the industry.
4. Strengthening ACFA governance.

In order to deliver on the *Strategic Priorities* a number of key activities and initiatives have been undertaken. These include:

- Agreement in principle on the future governance and funding of the beef industry in Alberta

- Establishment of the AgCoalition to create the Ag Safe Alberta Society
- Working with other beef industry organizations and stakeholders to commission an assessment of the industry's competitiveness

ACFA employs four full time employees and contract personnel as needed. The Association's staff divides their time and efforts between the Alberta Association and the National Association. In Ottawa, NCFA has a part-time contractor with expertise in government relations, policy development, and trade to support the core team on issues of national interest.

The National Cattle Feeders' Association, established in 2007, is national in scope with a membership comprised of five provincial beef organizations representing the major cattle feeding regions in Canada, each of which funds NCFA based on provincial fed cattle production.

#### NCFA Vision

The National Cattle Feeders' Association is a business-oriented organization dedicated to the advancement of the national fed cattle value chain focused on three pillars: Growth and Sustainability, Competitiveness, Industry leadership.

The NCFA operates in alignment with government and industry to develop workable solutions for the feedlot sector. By orchestrating many voices into a similar message there is greater impact for cattle feeders.

Key issues the ACFA and NCFA organizations are working on include:

- Revamping an Alberta industry funding model around a non-refundable check-off that will require a plebiscite in Fall 2018
- Trade and labour advocacy are significant issues requiring attention
- Beef Supply Chain Management
- Collaboration with industry-related organizations and government agencies and departments
- Federal and provincial elections in the year ahead could have an impact, requiring new relationship building

#### **Position of President and CEO**

The President and Chief Executive Officer, serving in a dual role for both organizations, is accountable to the Boards of Directors to provide the strategic leadership direction, which ensures the ACFA/NCFA vision, mandate, and goals are achieved. The President and Chief Executive Officer will:

- Be accountable for the ACFA/NCFA business plan
- Build and communicate a compelling shared vision that includes identifying and advocating for research priorities

- Work with partners to access and develop markets that maximize value for members
- Enhance competitiveness by reducing regulatory burdens
- Continue to grow and add value to ACFA's membership

Reporting to the CEO are:

- Vice President – Policy and Research
- Events Manager / Member Services
- ALPS Coordinator / Office Manager
- Financial Manager
- Communications Manager
- Additional contracted specialists

Key Accountabilities Areas for the CEO role are:

- Strategic Planning
- Communications
- Leadership and Management
- Membership
- Media Relations
- Governance
- Annual Operating Plan and Budget

## **Candidate Requirements**

The ideal candidate will likely have had prior senior organization leadership experience in business, marketing/communications, agricultural science or economics, and/or government relations.

Ideal experience includes:

- Advocacy work at the Federal and/or Provincial level
- Interacting at the Board level
- Leading a small purpose-driven organization

Demonstrated abilities and knowledge areas should include:

- Ability to work with a volunteer board
- Understanding of agriculture
- Understanding of the political issues and environment affecting the industry and organization (political savvy)
- Ability to establish connections with politicians and department officials and agency personnel and having the wisdom to know when to connect at which level
- Able to develop and communicate a compelling and inspired vision and sense of purpose and direction for the future, champion the organizations' vision and purpose, and drive the agreed-upon strategic agenda

## Key leadership competencies required

- Possesses an open and approachable style and works effectively with people throughout the organization (approachable, team builder)
- Analytical and detail oriented with the ability to stay at a high level but with a willingness to “roll up their sleeves” and delve into the detail when required
- Plans and anticipates the future, sees the big picture, and is capable of conceptualizing the operational requirements of an organization (strategic and organizational agility)
- Deals with ambiguity, can effectively cope with change and shift gears comfortably without having the total picture
- Creates a climate in which people can and want to do their best and delegates effectively

## Personal competencies

- Curious, critical, and analytical thinker who challenges the status quo (intellectual horsepower)
- High energy/high capacity person; ability to juggle multiple projects
- Interpersonally skillful, both inside and outside the organization, with the ability to build constructive and effective relationships
- Excels at listening, oral, and written presentation and communication skills
- Strikes an appropriate balance between urgency and patience
- Negotiating with the ability to win concessions without damaging relationships; has good sense of timing
- Ability to travel domestically and internationally as needed

## Location & Compensation

This position is located in Calgary, Alberta.

Compensation is competitive for a non-profit organization. A solid package of benefits including: matching RRSP contribution up to 5%, health care spending allowance, life insurance and disability coverage.

Vacation entitlements and relocation (if required) are to be negotiated.

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To explore this career opportunity in confidence, forward your résumé to Ron Prokosch at:



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Or visit our website at:  
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