

**A REQUEST FOR PROPOSAL TO PROVIDE
MANAGEMENT SERVICES TO THE
FOOD INDUSTRY ASSOCIATION EXECUTIVES**

INTRODUCTION

“The Food Industry Association Executives (FIAE) is a trade/professional association, representing local, state and national food associations, and the industry network they serve. FIAE’s primary purpose is to provide its members with a forum for professional growth and development, and to serve as a vehicle for the interchange of ideas, and advancement of the food industry’s operational and public policy agenda.”

The Association is a 501c(6) incorporated in Washington, D.C., and is seeking a qualified individual or association management firm to provide complete management services to the Association starting on April 1, 2010. *The management of this organization requires an individual with experience in managing or working within an association; general knowledge of the food/grocery industry; strong interpersonal and public relation skills; ability to manage and execute all administrative, financial, budgetary functions; membership and data base maintenance/development; strong organizational skills; proficiency in MS Word, Quick Books, Excel, Powerpoint; website maintenance, and understanding of emerging electronic communication tools. Must have experience in meeting planning; and someone who is articulate, personable and diplomatic.*

This Request for Proposal (RFP) provides information upon which interested individuals or association management companies should base their proposal. Included are descriptions of FIAE’s organizational structure and history, general requirements, and specific duties which should be addressed in the proposal.

Six (6) copies of the proposal should be submitted no later than November 1, 2009 to

Ms. Kathy Siefken, CAE, Executive Director
Nebraska Grocery Industry Association
5935 South 56th, Suite B
Lincoln, Nebraska 68516
ksiefken@nebgrocery.com

Other members of the FIAE Management Selection Committee are:

Brandon Scholz, President
Wisconsin Grocers Association, Inc.

David McCorkle, President & CEO
Pennsylvania Food Merchants Association

Ms. Linda Doherty, President & CEO
New Jersey Food Council

Ms. Kathy Kuzava, President
Georgia Food Industry Association

Jerry Fleagle, CAE, President
Iowa Grocery Industry Association

The Committee will review all proposals, conduct interviews, and make a recommendation to the FIAE Board no later than **January 1, 2010**.

LOCATION OF FIAE

While FIAE is incorporated in Washington, D. C., the principal office is presently located in Flemington, New Jersey in the offices of The McConnell Group. FIAE does not own or rent office space, or have ownership of any office equipment. According to Article 1, Section 2 of the By-Laws, *“The location of the principal office of the Association shall be as determined by the Board of Directors.”*

GOVERNANCE AND FINANCIAL STRUCTURE

Governance: FIAE is governed by a Board of Directors consisting of “up to eighteen (18) members, twelve (12) of whom shall be elected from the Active Members (state association executives and representatives from national associations) for three year terms; one (1), the Immediate Past Chair shall be the eighteenth director and serve a one-year term; and five (5) shall be elected from among the Affiliate Members (food manufacturers, suppliers, educators, service companies, associations or others who have a close working relationship with the active members and grocers.) FIAE’s By-laws clearly set forth the governance authority between the Board and Management. Additionally, specific responsibilities of Management are set forth in another section of this document.

The officers of the organization are elected by the Board of Directors each year; Members of the Board are elected by the full membership at the Annual Meeting each year in November.

Membership: Membership of FIAE consists of three (3) classes: 1)Active; 2)Affiliate; and 3)Honorary.

Dues: Dues for Active members range from \$175 to \$1,000, based on gross revenues. Dues for Affiliate members are \$500; Suggested Honorary dues is \$25.00.

Budget: The current budget for 2009 is \$130,575. Thirty (30) percent of FIAE’s *revenue* is derived from dues; 61% from convention income, including sponsorships; and 7% from interest. Forty-nine (49) percent of FIAE’s *expenditures* are for Administration/Management; and thirty-eight (38) percent for convention costs. Other line items on the expenditure side of FIAE’s budget include: *Board meetings; staff travel; liability insurance; membership directory; newsletter; accounting; office supplies; postage; stationary/printing; telephone/fax;*

subscriptions (Internet, ListServe, website hosting, and ASAE membership); website maintenance, scholarship fund, and surveys.

MANAGEMENT RESPONSIBILITIES

I. Operational Responsibilities

- Maintain an Association office at a location determined by the Board of Directors and Management;
- Maintain all records and files pertaining to FIAE's operation; manage and invest all funds according to the policies of the Board of Directors; maintain all membership records, including the updating of a directory on an annual basis; schedule Board meetings in accordance with FIAE's By-laws; schedule and facilitate any other meetings that may be considered appropriate by the Board; prepare agenda, minutes and other communications that are required and/or are necessary to carry out the functions and purpose of the Association;
- Management, under the Board's direction and assistance, shall be responsible for Membership Development; Communications; Special Projects; Issue Task Forces; Program Development; maintaining FIAE's Website; Conducting Surveys; Selection of a Convention/Conference site; and handling of all details of the planning of the program, as well as obtaining sponsorships in order to execute a successful conference;
- Management, together with the Board shall prepare and approve a Budget and Action Plan on an Annual basis. Such plan shall include goals and objectives; maintaining and achieving membership growth; identifying any special projects that may be undertaken for the coming year; identifying any challenges that may affect FIAE; identifying survey topics which should be conducted; sources of revenue; and shall include plans for member communications, networking, sharing of information and identifying member needs;

II. Program Responsibilities

- **Membership Development** - Identifying new Member prospects, and maintaining existing membership through effective communication and marketing, member involvement, and by offering programs of benefit and relevance to FIAE members.
- **Communications** – Develop communication materials, i.e. newsletter, monthly or weekly reports, press releases, surveys, reports, and letters and/or telecommunications of inquiry and acknowledgement to members. Maintain strong ties with our national association allies, and provide support and assistance to them when appropriate on critical issues facing the food industry;
- **Convention/Conference** – Hold an Annual Convention for the benefit of FIAE Members. The conference program shall include programs dealing with key issues

facing state associations, but also programs related to association management and professional development;

- **Member Professional Development** – Develop programs, communications, surveys, and conference agendas that advance members’ professional growth development. Continue to market to FIAE’s membership, professional development grants available through FIAE for the pursuit of the CAE certification, or other workshops and programs that would strengthen association management skills.
- **Surveys** – Initiate on an annual basis surveys that pertain to association management, professional development, or industry issues. The number of surveys conducted each year shall be determined by the Board, based on member needs and available funds.
- **List Serve** – Maintain a List Serve service where Members can pose questions or ask for assistance on industry issues or management topics. FIAE shall then keep a record of all questions and compile the results when appropriate. Once FIAE has a “members only” section on their website, these questions and responses should be recorded there.
- **Joint Public Affairs Conference** – Continue to work with FMI and NGA in sponsoring a Joint Public Affairs Conference in Washington each year.
- **Industry/Association Relations** – Continue to maintain and strengthen relationships with national associations, FIAE’s affiliate Members, and trade groups that are related directly or indirectly to the food industry. Recognize, acknowledge, and identify ways in which we can work together.
- **Special Committees and Task Forces** – Facilitate and coordinate the work and activities of any special committee or task force that may be appointed by the Board.

Strategic Plan – 2009 – During 2009, FIAE was engaged in “Strategic Planning” which involved surveying all FIAE members as their views on FIAE. Please refer to the attached minutes of the Strategic Planning session. It should be noted that the attached document is a draft of ideas that came out of the Strategic Planning Session and that there was no consensus. This document serves as a guide for the general direction FIAE would like to move. Due to the resignation of the current Executive Director the strategic planning process has been put on hiatus until a new Executive Director is hired. That individual will be responsible for concluding the strategic planning process.

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PROPOSAL REQUIREMENTS

Proposals should contain the following information

1. Name, background, and experience. If you are a management firm, include information about your firm and a current list of clients and references;

2. A description of your office location, equipment, and a complete list of services you can provide.
3. The proposal must address the specific responsibilities listed in this RFP as well as indicate how you might deal with some of the challenges facing FIAE in the future with respect to membership, financial resources, and use of new technologies;
4. Address your familiarity with association management and your knowledge of the food industry.
5. Provide any marketing, promotional or conference materials you may have produced which you feel might give the Committee a better understanding of your capabilities;
6. Address your particular style of management as it pertains to working with Boards; long-range planning; and your personal style in interacting with members;
7. Address how you would like to be involved in providing direction to FIAE's Committees and Board; how you would provide assistance and support to new association executives; and how you might get "inactive" members more involved; and
8. How do you see FIAE's role in the food industry over the next five years.

Note: For more information about FIAE, please visit their website at www.fiae.net