



AMERICAN
PEANUT SHELLERS ASSOCIATION
— SINCE 1919 —

American Peanut Shellers Association (APSA)

Executive Director

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A PASSION FOR PURPOSE

Position Overview

The American Peanut Shellers Association (APSA) is a non-profit trade association, composed of national commercial peanut shellers.

APSA's primary purpose is to promote the common interests of those engaged in the peanut shelling industry. The organization provides a unified base and forum for members, working collaboratively to advance the industry domestically and internationally. APSA provides timely information to members and supports marketing and promotional activities on a continuous basis. Concurrently, APSA works collegially with other peanut industry organizations and maintains positive relationships with entities important to the best interests of peanut shellers. As a co-sponsor of the annual USA Peanut Congress, APSA brings together all segments of the peanut industry to network and discuss critical industry affairs. Other major events include the annual Industry Spring Conference and a regular Pre-Harvest Meeting co-hosted with the National Peanut Buying Points Association.

Chartered on April 5, 1919, APSA is the oldest organized group in the peanut industry. The Association's members range from major multinational corporations to smaller, established firms, often with a long history of operations within the peanut industry. APSA members collectively represent roughly three-quarters of all the peanuts shelled in the United States.

APSA is headed by an Executive Director (ED), who manages an annual budget of almost \$4 million and oversees a highly experienced and dedicated staff of six operating from its headquarters in Albany, Georgia. The ED also is an ex officio member of the APSA Executive Committee, serving with five members from leading companies in the industry, and is a non-voting member of APSA committees. The ED reports to APSA's 17-member Board of Directors, made up of leaders from across the shelling community.

APSA also advances the interests of shellers and affiliated businesses nationally and internationally through direct involvement with several industry organizations. The ED serves as ex-officio President of The Peanut Institute (and the Peanut Institute Foundation), a nonprofit organization supporting peanut nutrition research and developing educational programs that encourage healthful lifestyles that include peanuts and peanut products. The U.S. Peanut Federation is a combined effort of APSA, the Southern Peanut Farmers Federation, the National Peanut Buying Points Association and others, devoted to providing a unified voice for the peanut industry in the development of agricultural policies and programs. The ED is a key leadership figure in these organizations and a prominent figure in numerous other industry associations and groups.

The ED will be supported by a long-term, highly experienced and committed professional staff, providing an invaluable resource in managing and guiding APSA's services, activities and events, as well as implementation of the Strategic Plan. Throughout its long history, APSA has developed a strong organizational culture based on teamwork, mutual respect and commitment to the highest ethical standards in all aspects of business and personal conduct. Honesty, candor and a safe and inclusive work environment are bedrock values, combined with

a commitment to openness, diversity and equality of opportunity. Education and promotion of human health and well-being are key priorities.

The Opportunity

The ED position offers a special opportunity to lead a proven, highly committed membership and staff in an aggressive effort to promote the best interests of shellers and the broader peanut industry. The ED acts collaboratively with the Board to accomplish the APSA's mission and successfully implement the three-year Strategic Plan crafted in 2023.

APSA's mission is to provide leadership and a unified voice for the U.S. peanut shelling industry to ensure its long-term success and economic sustainability by advocating for favorable policies and regulations as well as supporting market access.

The Strategic Plan reaffirms APSA's commitment to providing the necessary resources for fulfilling that mission, as well as the value of people in that effort. The Plan is built on four major pillars: 1) maintaining vigilance in monitoring and influencing legislation and policy that reflects sheller priorities; 2) developing a structure and plan to monitor and influence regulations in all markets that impact shellers; 3) increasing engagement, learning and commitment for APSA members; and 4) positioning APSA for long-term growth.

The ED must have proven skills and a history of accomplishment across numerous areas of expertise. The job demands a highly capable organizational administrator and manager, capable of effective planning, budgeting and service to members. In addition, the ED also must be an astute strategist and visionary, capable of recognizing the issues and challenges facing APSA members and the broader industry's immediate and longer-term interests. The ED must have solid political judgment and issue-management insights, as well as exceptional skills in building positive relationships at multiple levels. The ED plays a critical role in fostering APSA's caring and collaborative culture through support for the needs and issues of all members.

The ED is responsible for driving the organizational growth that will preserve the Association's solid financial base. The ED is an essential agent of maintaining and building the organization's reputation, standing and influence on all matters affecting the ability of its members to thrive. The role demands a person with deep understanding of the business and financial matters critical to the success of APSA members, and a level of drive and enthusiasm that will enable APSA to remain an active and influential voice for the industry at the national level, as well as state and other policy circles.

The ED must be a persuasive representative and effective advocate for APSA with a diverse group of members and industry colleagues, as well as other audiences highly important to members across the food sector, the export market and the regulatory and policy-making community. Strong communication and interpersonal skills are essential, as is a willingness to travel when necessary to advance the Association's various interests.

Key Responsibilities

The ED will work closely with an engaged Board of Director and various key committees focused on major issues important to members and the peanut community. The ED will be guided by the policies established by the Board and operate within the provisions of the APSA Charter and By-Laws. Within that framework, the ED is responsible and has commensurate authority to accomplish a range of duties and responsibilities.

Major areas of responsibility are to:

- Build and maintain a close and effective relationship with the Board. Successfully implement the Strategic Plan. Serve as an important resource for the Board in developing the strategies and policies meeting the immediate and longer-term interests of members and the larger peanut industry.
- Manage and administer all aspects of organizational activities and operations. This includes policymaking, planning, budgeting, finance, human resource management, events, fundraising, member services and other programs and functions. Maintain thorough and accurate records. Perform vital secretarial duties, including timely and accurate filings of all forms, reports and other documents required by law and regulation. Assure the security of all documents, records and other materials vital to protecting APSA's legal rights and compliance with all laws and regulations.
- Provide primary executive oversight, direction and support for various specific APSA initiatives, activities and events targeted at APSA goals and objectives. Assure the prompt and successful implementation of Board directives and instructions.
- Unite, motivate and develop APSA staff to achieve their full potential and ability to contribute to organizational success. Serve as a mentor and set a high-performance standard for staff to emulate.
- Oversee all service providers to assure their effectiveness and focus on APSA needs and objectives, including legal, marketing and other valuable support activities.
- Build and maintain effective, positive relationships with all APSA members. Provide the services and attention expected by members, as well as the personal attention that fosters mutual trust and positive working relationships. Drive their commitment to and support for APSA through continuing financial support and direct engagement and commitment to APSA programs, activities and initiatives.
- Communicate in a timely and thorough manner with the Board and APSA members. Maintain a healthy dialogue with the Board, members, staff and others influential and important to APSA including other segments of the peanut industry and the public and private entities important to APSA's best interests.
- Represent and advocate for APSA with all external audiences, notably in the policy-making arena, to maintain APSA's standing, reputation and influence in shaping an environment conducive to member's financial health and prosperity. Manage the APSA brand and preserve APSA's name and reputation.
- Maintain and expand alliances, partnerships and relationships important to APSA's reputation and standing with all the diverse audiences important to success. Continue APSA's leading role in building the unified voice of the industry critical to its effectiveness with policymakers, regulators, potential commercial partners, the

academic and research community, and an expanding share of the general public.

Experience and Qualifications

First and foremost, APSA seeks an individual with the demonstrated capacity to lead a membership association or commercial organization. The successful candidate will possess skills, experience and personal attributes consistent with APSA's mission and Strategic Plan. Proven leadership skills and a track record of accomplishment, coupled with a dynamic and goal-oriented mindset, are key.

The ED position requires a number of specific credentials. Other attributes and experience – while not essential – would be considered as enhancements to an individual's candidacy.

Required:

- Bachelor's degree from an accredited college or university.
- Five or more years of management-level leadership, or comparable work experience demonstrating exceptional leadership capabilities.
- Demonstrated capacity to build positive working relationships with boards and individual directors.
- Solid understanding of business fundamentals.
- Understanding of the public-policy process and the importance of building the diverse relationships important to success in that arena.
- Demonstrated success as an advocate or representative of an association, organization or commercial enterprise.
- Strong interpersonal skills, based on superior written and verbal skills, experience in public speaking or crisis management, or other relevant personal attributes.
- Intellectual curiosity and capacity to learn.
- Energy, drive, goal-orientation.
- Skills in relationship building through personal conduct, representation, willingness to travel and advocate when appropriate and valuable to organizational goals.

Desired or helpful:

- Master's or other advanced degree.
- Executive management experience with an association or membership organization.
- Knowledge of agriculture, familiarity with the shelling or peanut sector, or the nature of managed markets.
- Proficiency with office software.
- Examples of issue-management success, or other evidence of accomplishment in the public-policy process.
- Instances of member service delivery contributing to organizational growth and financial stability.

Measures of Success

The most important metric of success in the position rests in one key result: the financial health and vitality of the peanut shelling community.

The ED will be judged on multiple considerations: 1) success in building positive working and personal relationships with the Board and its members; 2) measurable progress across all elements of the Strategic Plan; 3) continued commitment and loyalty of staff and the enthusiasm of members in support of APSA and its goals, financially and otherwise; 4) management of the APSA brand, name and reputation through advocacy and representation to external audiences important to APSA and its interests; and 5) APSA's continuing prominence and influence in pursuing the peanut sector's policy goals.

Location

The APSA ED historically has resided in the Albany and southwestern Georgia area, but the Board and Search Committee are open to discussing alternative approaches, provided they assure the superior performance level expected of the position.

Digital Presence

Web: <http://www.peanut-shell.com/index.aspx>



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