

Request for Proposal for Executive Director / Association Management Company (AMC) Services for

American Brush Manufacturers Association



About the Opportunity

The American Brush Manufacturers Association (ABMA) seeks a committed and visionary individual or organization that will be responsible for all components of the association's operations, under the direction of the ABMA Board of Directors. This opportunity is mission driven and management contract driven.

The identified Executive Director (ExDir)/Association Management Company (AMC) will work closely with the Board of Directors to develop the vision that guides the organization's activities, bringing a clear focus, as well as energy, creativity, and leadership.

About the American Brush Manufacturers Association (ABMA)

The American Brush Manufacturers Association, founded in 1917, exists to help North American brush manufacturers by enhancing industry knowledge, providing an unparalleled variety of networking opportunities and promoting profitability for its members and the industry. ABMA strives to promote and strengthen value for its members to be the preferred and innovative source for broom, brush and mop products worldwide. Members represent a broad spectrum of the industry, ranging from small, privately held businesses to large, publicly traded companies and are located in small towns to large cities across North America and the world. The ABMA's website address is www.abma.org

Specific Requirements of Executive Director / Association Management Company (AMC)

Salary

\$65,000-\$85,000 range

Location

The location of the chosen Exec Dir/AMC must be in the United States. This is a remote position.

General:

- Give effect to the policy initiatives and programs of the Board of Directors. Provide strategic advice to the Board of Directors and bring solutions regarding issues affecting the Association.
- Together with the Treasurer of the Association, develop and present a proposed budget to the Board of Directors. Maintain the books and accounting records of the Association in a format which meets generally accepted accounting principles and which meets the reporting requirements developed by the Board of Directors. ABMA currently has an annual audit.

- Administer operations of a 125 - 150 member trade association for professionals engaged in the business of manufacturing broom, brush, mop and roller products and their supporting supplier member companies.
- Assist the Membership, Convention and Public Relations Committees with efforts to generate increased membership and attendance at the Annual Convention.
- To administer and run the ABMA Foundation as directed by the Foundation Board of Directors.

Coordination with Executive Committee and Board: Interact and coordinate with the Board of Directors and the Executive Committee. Responsibilities include:

- Furnish the ABMA Treasurer monthly financial statements in a timely fashion.
- Planning, coordination of and participation in two full day Board meetings per year, one in conjunction with the Annual Meeting.
- Coordination of and participation in virtual meetings as directed by the Board.
- Deal with other Board and Executive Committee matters as they arise from time to time.

Coordination with Committees and Task Forces: Interact and coordinate with the Board Committees, consistent with the committee chair's requirements, to give effect to the committee chair's and Board's policies for that committee. The amount of involvement with the Committees can vary significantly. Present committees are:

- **Convention Committee.** This committee determines the scope and location of the annual convention, plans the educational agenda, lines up speakers, solicits support and sponsorship commitments and helps drive attendance.
- **Public Relations Committee.** This committee develops the ABMA website, ABMA Emerging Leaders, ABMA Educational Institute and the Innovation Excellence Award. In addition this committee develops media and webinar campaigns as needed for execution by staff. This committee also promotes and oversees advocacy as directed by the board.
- **Membership Committee.** This committee solicits new members, maintains and retains memberships and reviews applications for membership.
- **Finance Committee.** This committee reviews and approves financial statements and budgets. This committee also recommends dues and assessment amounts to the Board and tracks membership dues collections.
- **Executive Committee.** This committee consists of the President, Immediate Past President, Vice President, Secretary and Treasurer.
- **Statistical Committee.** This committee is responsible for the data collection and data reporting to the association members.
- **Safety and Standards Committee.** This committee oversees the associations standards activity with ANSI and ASTM.
- **Leadership Development Committee.** This committee presents a slate of nominations for the membership to elect every 2 years.
- **Task Forces.** Task Forces exist on a short term basis (up to 2 years) to provide resources to accomplish specific work goals as established by the Board of Directors.

Coordination of Organization's Meetings: Coordinate the Annual Convention (Spring) and any regional board meetings (Fall) or other meetings of the organization as needed.

Administration of Financial Matters: Monitor revenue and expenses of the organization and report monthly to the Treasurer, regarding the conformity of actual financial results to the budget.

Administer the collection of revenue, payment of bills, investment of working capital funds, preparation of monthly records and bank reconciliations. Prepare for the annual audit and work with the auditors.

Promotion and Marketing of the Organization; Communication to Members: Undertake activities with respect to promoting and marketing the organization to members, potential members and the public. Facilitate communication to members with respect to the ABMA and developments in the industry and updates on legal matters.

- Preparation and distribution of the “Monthly Brush Up” monthly newsletter and any “ABMA Alerts” or other special communications on an as needed basis.
- Preparation and distribution of the Annual Conference materials.
- Maintain, modify and upgrade the ABMA website as needed.
- Maintain and improve ABMA’s social media efforts and strategies as directed and approved.
- Prepare the Board of Directors Meeting book and materials as needed.
- Prepare and maintain member recruitment and retention materials as directed and needed.

Advocacy and Legislative Activities: At the direction of the Board, the Executive Director / AMC may be required to provide administrative, (rather than substantive) assistance with the following efforts:

- Coordinate with any lobbyists engaged to represent the interests of the organization and its members before any state legislative body or legislator, the United States Congress, or any federal and state executive branch department, agency and board.
- Provide for the representation of the ABMA before any legislative or regulatory forum, including affiliated associations such as the National Association of Manufacturers.
- Organize and manage any “grass roots” lobbying effort undertaken by the ABMA and its members against any hostile legislative or regulatory initiative.
- Coordinate with the Board on all legislative, legal and regulatory strategies, including but not limited to preparation and presentation of legal and regulatory briefs and responses.

Day-to-Day Operations: Generally, handle the everyday affairs of the organization, including the following:

- Handling/responding to any inquiries by telephone, e-mail and mail from members, potential members and the general public.
- Administering membership applications, qualification checks for new members, processing invoices and fees for membership and renewals, general correspondence.
- Attending to general administrative functions and activities as required.

Additional Facts & Specifications about the ABMA

RFP Published Date: July 1, 2021
Proposal / Resume Due Date: July 31, 2021 via email dparr@silvacor.com
Date & Location of Presentation: O’Hare Hilton, Chicago, IL Thu Nov 4, 2021
Hold this date in case you are selected for an in-person interview.
ED / AMC Selection Date: 11/15/2021
Hire Start Date: 01/1/2022
Transition Complete Date 04/30/2022

RFP Contact Names: D Scott Enchelmaier (ABMA Past President)
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Organization Current Information

Year Established: 1917
Type of Organization: Trade Association
IRS Classification: 501(c)(6) not-for-profit
Geographic Scope of Association: National, International
Strategic plan: 2020 last update
Number of Board members: 16
Key membership benefits: Networking, Education, Advocacy

Current Management

The ABMA has been managed by SilvaCor for the past 20 years. Current management is retiring and will aid in the transition.

Membership

Current membership: 137 in 4 classes, Active, Affiliate, Branch and International.
Membership history for the past 3 years: Decreasing to flat
Membership communication preference: Email
Software used for membership database: Abila NetForum Pro (AMS).
Software for Financial: Quickbooks
Software for Advocacy: Every Action
Software for Surveys: Survey Monkey

Financial

Total gross income from all sources: \$500,000
Total income from membership dues: \$150,000
Dues billing cycle: Annual, due in January
Fiscal year begins: January 1
Accounting method: Cash
Financials are annually audited by an independent CPA.

Dues amounts

Active / International \$630 - \$2,720

Branch \$275

Affiliate \$950 - \$4,000

Conference & Meetings

Number of Board / Executive Committee meetings per year: 2 Board Meetings in person, 1 as a part of the annual Convention.

Number of Committee meetings per year in person: 2 Committee meetings in person, 1 as a part of the annual Convention.

Annual Convention

2 Educational Sessions; Suppliers Display, 2 Speakers; meals, receptions, activities.

Attendance projected at 225-250 persons, room block 450.

Information to be provided to ABMA from Association Management Company / Executive Director Applicant

How many years have you been in the business of association management?

What is the size of your staff?

Is your company AMC Institute Accredited?

Is the Executive Director CAE certified and/or a member of ASAE?

What is the background of the Executive Director?

Provide some ideas or interesting experiences/results you've had with member recruitment.

Provide some ideas or interesting experiences/results you've had with member retention.

Provide a statement on what you believe is the value proposition in regards to association membership.

What sort of checks, balances and controls exist for handling client funds?

Do you conduct background searches on new hires for any of your staff positions?

Does your company have a Disaster / Contingency Plan?

Do you carry Key Man Insurance?

Who are your clients?

Please provide 3 references specific to this type of work.

Please describe the fee structure or your salary requirement, what it covers, and upon what assumptions it is based.

What services will you outsource and to whom?

Do you have any suggestions as to how the ABMA might conserve resources, reduce management fees and reduce expenses?

Please describe your conference planning experience, size of attendance, and types of facilities.