

RECRUITMENT PROFILE

# PRESIDENT & CEO



This recruitment profile provides background information on the Muscatine community and the Greater Muscatine Chamber of Commerce & Industry (GMCCI) operations, and outlines factors of qualification and experience identified as necessary and desirable for candidates for the President & CEO position. This profile was developed following discussions with the board members, staff, and written materials relating to the Chamber. Importantly, this profile will be used as a guide in the recruitment process, providing specific criteria by which applications will be screened and individuals selected for interview and employment consideration.

All inquiries relating to the recruitment and selection process are to be directed to the attention of the GMCCI Board of Directors.

[WWW.MUSCATINE.COM](http://WWW.MUSCATINE.COM)

GREATER MUSCATINE CHAMBER OF COMMERCE & INDUSTRY  
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## History

Located in East Central Iowa along the picturesque banks of the Mississippi River, Muscatine is a city rich with history and a business sense.

Once the “Pearl Button Capital of the World,” Muscatine boasts a stable economic base that is appealing even to areas with many times our population.

Muscatine, as a community, has had several names including Casey’s Woodpile, Newburg and Bloomington, but none of those names could describe a place as great as Muscatine. Residents kept searching for the perfect identity for their little town. They looked for a name that would be distinctive and set the community apart from all others.

In 1850, it was declared the community’s name would be Muscatine. To this day there are no other communities that share our special name! One former Muscatine resident, Mark Twain, even wrote about Muscatine’s stunning sunsets,

“I REMEMBER MUSCATINE FOR ITS SUNSETS. I HAVE NEVER SEEN ANY ON EITHER SIDE OF THE OCEAN THAT EQUALED THEM.”

Perhaps, Muscatine’s history can best be told through the different industries that have gained prominence here—ones that have relied on the Mississippi River to provide raw materials and as a means of transporting goods to and from other parts of the country.

The first people of European descent came to the area to trap fur-bearing animals to sell in the European fur-trading industry. The next to arrive were the loyal soldiers who established outposts along the wild frontier to protect the nation’s flank from warring Indian tribes.

After peace was brokered between the Native Americans and the U.S. Government, the pioneers began settling in the area, laying claim to the fertile land which was reportedly great for farming. Soon, there was a demand for goods that stretched in every direction. Raw materials required to meet those demands were plentiful in the Mississippi River Valley, as were workers looking to earn good wages.





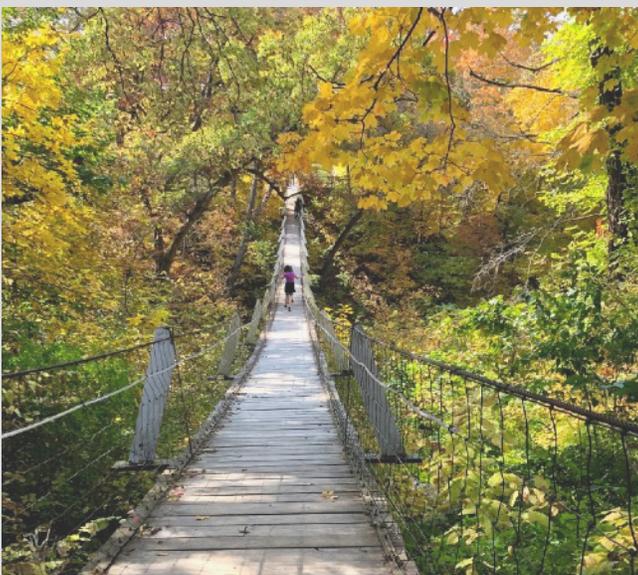
The lumber industry boomed in Muscatine’s early days. Logs were floated down river to Muscatine where they were milled into board lumber, doors and window sashes. Lumber barons became extremely wealthy supplying construction materials for all of the new houses and barns being built in the region as each new settler strived to achieve the American Dream.

A drive through Muscatine’s historic neighborhoods, which are filled with magnificent homes, is proof the wealth that was created within the community.



In 1887, German immigrant and skilled button cutter, John F. Boepple came to Muscatine looking for raw materials to create shiny, durable buttons. Boepple discovered mussel shells fished from the depths of the Mississippi River were indeed perfect for cutting into button blanks.

By 1905, during the height of button production, 1.5 billion buttons, nearly 40% of the world’s output of buttons, were manufactured in Muscatine. Fifty percent of Muscatine’s workforce was employed in the button production process, from harvesting the shells to shipping the finished product.



Nearing the mid-1900’s, the pearl button industry was in decline. Mussel beds were exhausted from over fishing and new, more durable materials, favored by consumers, were being developed.

As you visit Muscatine’s historic sites and you gaze upon the beautiful Mississippi River Valley, consider those who have come before, and the indelible mark they have left upon the community.

Find out more about the history of Muscatine at [visitmuscatine.com](http://visitmuscatine.com)



## What makes Muscatine the Pearl of the Mississippi?

Quite simply, the location along the Mississippi River has been the source of inspiration and innovation for hundreds of years. From the time the lumber industry boomed until it was hailed as the “Pearl Button Capital of the World,” Muscatine has been known as the place where homegrown and globally-known companies make their mark. Throughout its many phases of growth, it is still a place that makes you feel like you have discovered something special when you arrive.

One of the many hidden treasures of Muscatine is that this community, population 23,797, has all of the small town charms that you would expect for a place of its size while offering vast opportunities. Generations of citizens living out the American spirit position Muscatine as an attractive place for families to call home. Our famous 7-minute commute to anywhere in town lets you focus on more important things – the things that matter to you.

Household names like Heinz, Bayer, and Bridgestone complement the likes of HNI Corporation (you might be sitting in a HON office chair as you are reading this), KENT Corporation, Stanley Consultants, Carver Pump, and Musco Lighting.

A brand new, state-of-the-art STEM wing at Muscatine High School brings together the work of mathematics, engineering, technology, and science into a meaningful whole. In addition, students have access to a variety of certification programs available in collaboration with Muscatine Community College that supports cultivating a talented future ready workforce.

Whether you need to tap into a diverse and talented workforce of more than 383,000 people, or plug into high-speed technology capabilities, a recently completed fiber-to-home project by locally-owned municipal utility Muscatine Power & Water has transformed Muscatine into a Gigabit City. Need to power down and relax? A 15-mile trail system lets you walk, run, or bike your way to restore your connection to the outdoors. Or if retail therapy is your fix, a picturesque historic downtown business district allows you to dine, shop, and play the day away.

## Board of Directors

**2021-2022**

**Board Chair** Naomi DeWinter,  
Muscatine Community College

**Chair-Elect** Gage Huston, Muscatine  
Power & Water

**Past Chair** Tom Spread, Community  
Bank & Trust

**Finance Chair** Bob Howard, CBI Bank &  
Trust

**Community Development** Dave  
Riggan, TanTara Transportation Corp

**Economic Development** Joseph Steil,  
Community Bank & Trust

**Membership** Joseph Krieger, Krieger  
Auto Group

**Public Relations & Advocacy** Open

**YPN Representative** Brooke Tjaden,  
Kent Corporation

Michelle Almandinger, Kent Corporation

Dena Brockhouse, Kent Corporation

Clint Christopher, Muscatine Community  
School District

Christine Cole, Stanley Consultants

Tom Cox, SSAB

Chris Daniel, Bridgestone Bandag

Alyshea Gow, Feather Your Nest Interiors

Wayne Johnson, First National Bank of  
Muscatine

Brian Lee, Precision Machine

Silvia Malaman, Bayer

Donna Meade, HNI Corporation

Dave Mohr, Eastern Iowa Light & Power  
Cooperative

Brett Nelson, MUSCO Sports Lighting

Scott Sauer, Muscatine County

Paula Steward, Alliant Energy

Craig Utley, Team Staffing Solutions

Lupe Vazquez, Guadalajara Restaurant

Carol Webb, City of Muscatine

## MISSION STATEMENT

The Greater Muscatine Chamber of Commerce & Industry is a catalyst for advancing our region's economy, improving our quality of life and enhancing our members' success.

*Welcome to the*

## GREATER MUSCATINE CHAMBER OF COMMERCE & INDUSTRY

Founded in 1944, the Greater Muscatine Chamber of Commerce & Industry (GMCCI) stands 340+ members strong with a staff of five.

The Chamber is involved in an aggressive program of work designed to create a prosperous economic and business climate throughout Muscatine County. Both today and in the future, the Chamber will strive to provide value, meet our members' needs, be innovative and offer a wide range of professional and business development programs for enterprises of all sizes.

*The Chamber is a 501(c)6 non-profit corporation.*

## CHAMBER STAFF

**Dena Ferreira**

Marketing & Events Manager

**Jodi Hansen**

Director of Strategic Initiatives

**Hannah Howard**

Director of Business Services & Advocacy

**Rebecca Paulsen**

Workforce Development & Community Relations Manager

## Position Summary

The Greater Muscatine Chamber of Commerce & Industry (GMCCI) seeks applicants and referrals for the position of President & CEO. The organization is seeking a dynamic leader with a verifiable track record of success. The ideal candidate will have a demonstrated ability to create and maintain relationships with a wide variety of stakeholders, articulate a definite and clear vision and unify volunteers and staff around numerous initiatives.

This person is the CEO of the organization and is governed by the GMCCI's Board of Directors, yet works with considerable independence. This role is responsible for the general management, including finance and budgeting, coordination of all Chamber of Commerce activities, and directs all planning and implementation of GMCCI bylaws, programs and policies/procedures.

The President & CEO has direct responsibility to lead GMCCI toward the accomplishment of its mission and strategic plans for Chamber of Commerce, Economic Development, and Tourism operations.

The strategic direction for GMCCI has identified key focus areas to address the following:

- Business Services & Advocacy
- Talent Cultivation & Workforce Development
- Commercial Corridor Revitalization
- Entrepreneurship & Innovation
- Tourism & Marketing

## Essential Responsibilities

### *Strategic Direction*

Actualize the strategic plan, including but not limited to establishing OKR's (annual objectives and quarterly key results) in collaboration with board of directors to manage team results.

### *Operational Excellence*

Ensure the organization's systems and processes for human resources, finances, operations, legal, and other business practices are creating the conditions for growth and impact.

### *People Management*

Oversee personnel and hiring processes from identification through onboarding. Work to strengthen GMCCI's internal people management practices (culture) and external member service approach.

### *Financial Management*

Establish financial management tools and practices that support the path to growth in both revenue and profitability.

### *Economic Development*

Evaluate new business opportunities, potential impact, and asses actual impact of/ through completed projects.

### *Marketing & Sales*

Oversee the GMCCI brand and external presence through marketing and business development strategies and activities.

### *Community Liaison*

Act as the primary point person between GMCCI and various stakeholders to amplify and accelerate community priorities.



**Candidate Qualifications**

The ideal candidate for the President & CEO role will combine education, experience, and a proven record of success. The following factors of education, experience, expertise, leadership, and management style have been identified as ideal attributes for the President & CEO to possess in order to function effectively in the position.

**Education & Experience**

Bachelor’s degree from an accredited college or university in marketing, finance, economic development, economics, or a related field with marketing or sales experience.

Five or more years of progressively responsible experience related to administrative and management responsibilities, budget formulation, and financial management.

Demonstrated commitment to diversity, equity, inclusion, and serving underrepresented populations.

Any combination of education and experience that provides equivalent knowledge, skills, and abilities will be considered.

**Expertise**

Experience in business retention and recruitment, including promotion of commercial/industrial development and establishing relationships with developers and financiers regarding business expansion and facility siting.

Familiarization with strategic planning practices for nonprofits leading to goal-setting and policy development.

Experience and ability to supervise senior management, delegate tasks, set priorities, and hold staff accountable for achieving GMCCI goals and objectives.

Demonstrated effective and creative problem solving, decision making, leadership, negotiation, selling, quantitative/qualitative analysis, management and interpersonal, written and verbal communication skills.

Experience in governmental relations and the ability to personally interact with local, regional, and state agencies, as well as private sector entities in a constructive and cooperative manner while representing GMCCI’s interest tactfully.

Demonstrated ability to conduct group presentations and facilitate meetings.

Experience in obtaining grants for a variety of organizational purposes and programs.

Ability to maintain effective media relationships.

**Leadership & Management**

Work with Board of Directors, striving to facilitate a sense of consensus among divergent views, maintaining an atmosphere in which board, committees, and staff are working together for the best interests of the overall community.

Be a strong leader. Lead and motivate by example with complete integrity, demonstrating an inherent sense of professional and personal ethics.

## Equal Employment Opportunity

The Greater Muscatine Chamber of Commerce & Industry is an equal opportunity employer and believes in equal opportunity for all employees and applicants. Accordingly, all employment decisions are based on the principles of equal opportunity. These decisions include recruitment, selection, promotion, transfer, discipline, compensation, benefits, training and other personnel actions involving persons in all job titles and shall occur without regard to race, color, religion, sex, age, national origin, disability, genetic information, military status, sexual orientation, gender identity, creed, or any other characteristic protected by law.

No individual will be denied nor receive special employment opportunities based on membership status in any protected category. Every employee of Greater Muscatine Chamber of Commerce & Industry is expected to support this equal opportunity and non-discrimination commitment by conducting him/herself in a manner that is consistent with the intent and spirit of this policy.



## Position Posting & Application

A professional announcement/position posting will be released for insertion in appropriate professional publications and various online job posting sites on March 1, 2022.

**This position profile may be obtained and downloaded from the Greater Muscatine Chamber of Commerce & Industry website: [muscatine.com](https://www.muscatine.com)** under Employment Opportunities with the required application materials completed and submitted by email no later than **April 1, 2022.**

The position provides an excellent benefits package with a starting salary of \$85,000+ depending upon experience and qualifications. A very competitive group benefits package is offered along with a Simple IRA match. Residency within Muscatine is required within the first six months of hire.

Those interested and qualified should apply by email entitled “GMCCI President & CEO,” in confidence, with a cover letter that includes salary requirements, résumé, and five (5) professional references.

GMCCI reserves the right to select only the most qualified applicants for an interview. EOE.

## Contact

GMCCI Board of Directors  
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[careers@muscatine.com](mailto:careers@muscatine.com)

