

## POSITION OVERVIEW

### LOUISIANA RESTAURANT ASSOCIATION (L.R.A.)

#### PRESIDENT AND CEO POSITION

(METAIRIE, LA)

#### **ABOUT L.R.A.**

The Louisiana Restaurant Association has become one of the most preeminent associations in Louisiana and is recognized nationally as one of the most successful restaurant associations in America. The LRA has devoted significant resources for the further development of its political clout, state-of-the-art member services, and cooperative affiliations. The LRA has the largest percentage of market penetration in the nation according to the National Restaurant Association.

In 1946, the Louisiana Restaurant Association was chartered with a mission to promote, protect and serve the foodservice industry in Louisiana. In 1981, the LRA had approximately 350 members with a staff of 2 full time and 3 part time employees. Today the LRA employs 25 full time employees and has over 3400 master billing units representing over 7000 locations. Also in 1981, the annual budget was approximately \$150,000 and today the budget is \$3.2M including the LRA Education Foundation. Since its inception, the LRA has become one of the most outstanding state restaurant associations in the nation and is heralded as a leader among all trade associations.

In 1982, the association formed its *Self Insurer's Fund* for workers' compensation – one of the most successful programs of its kind in the country. In 1995, the LRA moved its operations to its current 23,000-square foot headquarter building in Metairie, Louisiana. The association's *Education Foundation* was established in 1996 and boasts one of the nation's premier School-to-Career programs with 46 schools and more than 900 students participating statewide. The annual *Louisiana Foodservice EXPO*, hosted by the LRA, is recognized as the region's top tradeshow for the foodservice industry.

The LRA is governed by a *Board of Directors* that represents all segments of the foodservice and hospitality industry in Louisiana. The LRA, LRA/SIF and LRA Education Foundation have a staff of 65 professionals with the executive vice president serving as chief executive officer. Today, the LRA's *nine statewide chapters* are composed of 7,000 restaurant operations and related businesses, including hotels, caterers, institutional feeders and suppliers of goods and services to the restaurant industry.

#### **QUICK FACTS**

- Restaurants in Louisiana have an annual economic impact of \$5.9 billion.
- Every \$1 spent in restaurants in LA generates an additional \$1.05 in sales for other industries in the state.
- State sales tax revenue generated by the Louisiana restaurant industry is more than \$134 million annually.
- There are approximately 10,700 eating-and-drinking places in LA.
- By 2017, employment in the restaurant industry in LA is expected to increase 20.4%.

- The restaurant industry is the state's largest private retail employer, providing jobs to 145,000 LA residents, and another 55,000 whose jobs supply the industry. These figures represent 10.4% of total private employment in the state.
- Restaurant sales per capita in LA are \$1,189.
- Each additional \$1 million spent in eating-and-drinking places in LA generates an additional 44.5 jobs in the state.

*To learn more about Louisiana Restaurant Association, please visit [www.lra.org](http://www.lra.org)*

## **JOB DESCRIPTION**

Often referred to as the face and voice of the restaurant industry in Louisiana the President/CEO will be charged with creating the communications strategy for this member-centric organization. He/She will serve as the key spokesperson for the LRA and must possess the credibility and confidence to be positioned as a leader knowledgeable of the food service industry. The President/CEO must be articulate and of high moral character and be an excellent communicator both orally and written.

Consistent with the vision and direction of the Board, the President/CEO will be responsible for the organization's overall success by providing comprehensive leadership, strategic vision, and operating excellence. He/She will be responsible for the financial well-being of the organization, managing and growing its revenue stream and controlling expenses.

The President/CEO will provide day-to-day management of the LRA, LRA Education Foundation and LRA/SIF and will plan, organize, direct and coordinate staff, programs and activities of the association to assure that objectives are attained, plans fulfilled and member needs met. The challenges to maintain the success and growth of the organization require a person with special skills who is ready to lead the restaurant industry to a higher standard in the future.

## **DUTIES AND RESPONSIBILITIES (INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING)**

- Executing all contracts and commitments authorized by the Board
- Maintain a highly qualified staff with authority to hire, promote and terminate
- Serve as non-voting member of the Board, ex-officio
- Retain written records
- Establishment, maintenance and reporting of pertinent financial records
- Timely collection and disbursement of membership dues
- Publication of high quality publications
- Planning and coordination of all membership and board meetings
- Responsible for all sponsorships, fundraising activities and the Louisiana Foodservice EXPO
- Serve as the key spokesperson for the LRA and will be called upon to address and represent the membership regarding key issues
- Responsible for the Louisiana Hospitality Political Action Committee (HostPAC), which is used to support our friends and candidates for the Louisiana Legislature who are pro business, pro hospitality and pro restaurants
- The CEO will be responsible for government affairs

## **EXPERIENCE**

- Bachelor's Degree required; MBA a plus
- Preferred experience in an executive leadership role in association management
- Government relations, advocacy and other legislative experience required
- Restaurant and/ or hospitality industry experience is an asset
- Knowledge of trade show innovations/ best practices and other revenue streams

## **CHARACTERISTICS/ SKILLS OF THE IDEAL CANDIDATE**

- Strong leadership skills with high energy and perseverance
- Person of character with high ethical standards and integrity
- Good tenure in career history is important
- A strategic and innovative thinker with proven examples illustrating this talent
- Fiscal integrity with the ability to read and interpret financial data, adept at developing budgets; good business acumen
- Excellent written and oral communicator
- Communication, motivational and visionary skills
- Developing and nurturing a membership service culture
- Proven leadership skills
- Executive skills in embracing technology within an organizational structure
- Ability to work effectively with volunteer Board and committees
- Decisive and results oriented
- Excellent judgment with ability to make timely and sound decisions
- Experienced with the media as the spokesperson for the industry
- Ability to manage a positive work environment for staff and members

## **PRIORITIES**

- Develop and begin implementation of a of strategic and vision plan
- Build relationships with the membership, sponsors, executive committee, Board, LRA staff and key alliance leaders and political leadership at the Federal, State and Local levels
- Become familiar with the public policy agenda of the LRA
- Review and assess current organizational structure and staff
- Continue relevant education programming based on member and industry needs
- Seek to increase revenue and results for all parties with the Louisiana Foodservice EXPO
- Review Self Insured Fund business operations and evaluate all other revenue streams of the Association

*Employment opportunities at the Louisiana Restaurant Association are open to all qualified applicants solely on the basis of their job-related experience, knowledge, skills, and abilities. Qualified applicants are considered for all open positions for which they apply and for advancement without regard to race, color, religion, gender, sexual orientation, national origin, age, marital status, or the presence of a medical condition or disability.*

*Louisiana Restaurant Association complies with all applicable federal, state and local laws with regard to equal employment opportunity. Advancement is based entirely on an individual's demonstrated performance, job-related ability, skills, and knowledge and the resulting potential for promotion to the job openings applied for.*

*Louisiana Restaurant Association will not tolerate any form of discrimination, harassment or retaliation affecting its employees or applicants due to race, color, religion, gender, sexual orientation, national origin, age, marital status, medical condition, or disability.*

## **ABOUT LOUISIANA**



When you make a list of all the unique things Louisiana has to offer visitors, you quickly see the long-lasting influences of our French, Spanish and African ancestry. A past preserved today through our [architecture](#), [music](#), [food](#) —and through our celebration of life. It is not an accident that Louisiana lives by the phrase, "laissez les bon temps rouler." Let yourself get lost in the traditions passed down generation to generation! Come visit us during Mardi Gras when costumed riders parade and magnificent balls are thrown from Lake Charles to Houma and beyond.

Peek back across the centuries, as you walk under lavish ironwork and through the lush courtyard gardens of a meticulously-restored French Quarter hotel. Touch [history](#) with a stroll and a tour of a plantation where the ways of the past are recreated. Let nature's mysteries astound and amaze with a boat ride through a cypress studded bayou. Here, in Louisiana, magic, myth and lore come alive everyday.

With year 'round hunting, [fishing](#), [golf](#) and more, it is easy to see why the state's nickname happens to be "[Sportsman's Paradise](#)." Sure, that's a lot to live up to. But with thousands of hiking and biking trails, nearly [20 State Parks](#), and one of the largest game preserves in the United States, Louisiana is the ultimate playground for all outdoorsmen. Our vast expanse of coastal wetlands and countless [birding](#) trails make our state a habitat for many rare and endangered species and a natural paradise for bird watchers as well. Come step in to the wild! It has been said that the best place to find yourself is outdoors in Louisiana.



The best part of all Louisiana's great music heritage is that it doesn't exist only in the pages of history. It's alive and well down here. And any visit to our state gives you a chance to experience this fascinating and unique part of our culture through [live music](#), discovering our great local [musicians](#) or merely enjoying some of our [nightlife](#). Whether it's a guitar twang in north Louisiana, a fiddle riff in [Lafayette](#) or a trumpet trill in [New Orleans](#), it will quicken the pulse.

Eating in Louisiana is a delicious culinary adventure. Spanning centuries, our food is our culture. Whether you're having pork boudin in Lafayette, savory meat pies in Natchitoches, Oysters Rockefeller in the French Quarter— or a modern culinary classic crafted from a James Beard award-winning chef—you are sampling the rich mix of Louisiana's heritage. Come on down! Taste the wonder that is Louisiana. Explore the Louisiana Culinary Trails to discover the rich cuisine of the Gumbo State and the spice of life that makes Louisiana a food destination not to be missed.

Tourism is a major Louisiana industry employing over 87,000 workers. Travelers spend an estimated \$5.2 billion in the state each year. Major tourist attractions include the New Orleans French Quarter, the Cajun Country, antebellum plantation homes, Jazz, distinctive food, deep sea and freshwater fishing, hunting, the Mardi Gras and more than 100 other festivals, swampland tours, hiking and camping, canoeing and Mississippi River boat rides.



*To learn more about the area and what it has to offer, please visit [www.louisianatravel.com](http://www.louisianatravel.com)*

*If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Jim Carra, Executive Vice President, SearchWide™ [carra@searchwide.com](mailto:carra@searchwide.com) or call 231-995-0567*

*To learn more about SearchWide, please visit [www.searchwide.com](http://www.searchwide.com)*