



**EXECUTIVE DIRECTOR SEARCH**  
**International Wood Products Association**  
**iwpawood.org**

**Search conducted by Shira Lotzar, Purposeful Hire, Inc.**

**ABOUT THE ORGANIZATION**

The International Wood Products Association is the leading international trade association for the North American international wood products industry. The association brings together [every segment](#) of the global supply chain, from producers and service providers to importers, distributors, manufacturers, and retailers. IWPA creates value for members by uniting businesses, providing them with opportunities for improvement and growth, and representing them with a powerful voice.

IWPA is committed to supporting the legal and sustainable harvesting of wood products from around the world. By building understanding and demand in North America for globally sourced wood products, IWPA supports the sustainable management of global forests for both current and future generations. This benefits the local communities that depend on the forest resource while generating economic growth and quality jobs for those who manufacture, sell, and use these remarkable products in North America.

**Mission Statement**

To build acceptance and demand in North America for globally sourced wood products from sustainably managed forests

**IWPA Values**

- Visionary Leadership
- Social Responsibility and Environmental Sustainability
- High Ethical Standards
- Service to Members
- Lifelong Learning and Exchange of Ideas

## ABOUT THE ROLE

IWPA is seeking a passionate association executive who will build on the association's significant achievements in promoting legal compliance and ethical and sustainable practices in importing of wood products through its international trade government relations efforts.

Partnering with a highly engaged board and member base, the new Executive Director will monitor and distribute information related to regulatory and legislative trends, strengthen alliance partnerships, and serve as a public spokesperson on behalf of the industry.

The successful executive will commit resources to expand IWPA's member base and increase its highly reputable public education offerings, including non-dues revenue opportunities.

Leading a staff of two, several contractors and serving as landlord to one tenant in a fully-owned building in Old Town, Alexandria, the new ED will manage an \$800K budget (with an additional \$1M in reserves) and direct the full operations of the organization including an annual convention, fall Washington Fly-In, Wood Trade Compliance Courses (in person and virtual) and "In the Know" webinar series.

## POLICY ISSUES

As US and international regulatory bodies seek to promote the legal and sustainable import of wood products, IWPA has taken a highly proactive stance to inform these bodies, along with environmental NGOs and the wood import community, on the educational efforts the association is taking to help the wood products import industry adhere to legal and ethical practices. These efforts have helped to mitigate misperceptions, manage reputational risk, and boost credibility of the industry globally. **As global trade regulations continue to evolve, the new Executive Director will need to stay abreast of changes and proactively guide members on compliance, as well as facilitate the flow of trade activities at international ports.**

Among the most impactful rulings to IWPA members where the previous Executive Director invested significant effort to ensure compliance and fair regulatory enforcement are:

- [Lacey Act](#) - the world's first ban on trade in illegally sourced wood products.
- [CITES](#) (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) - aims to ensure that international trade in specimens of wild animals and plants does not threaten the survival of the species.
- [TSCA Formaldehyde Rule](#) - aims to reduce exposure to formaldehyde emissions from certain wood products produced domestically or imported into the United States.

Additionally, IWPA has been heavily involved in ensuring fair market practices in international trade with a particular focus on:

- [Trade Remedy, AD/CVD](#) - prevents unfair practices such as dumping and subsidization from foreign governments.
- [USTR's Generalized Systems of Preferences \(GSP\)](#) - allows for duty free entry of certain products, including many wood products, from designated developing countries.

IWPA frequently engages with the following US agencies: APHIS, EPA, USTR, Department of Justice, Department of Commerce and the State Department; along with CARB (California Air Emissions Board); and a variety of international bodies.

**The new Executive Director's ability to get up to speed quickly on regulations and agency relationships (with the support of staff and members) will be paramount to success in this role.**

IWPA also has a growing lobbying presence, managing a small PAC and overseeing a contract lobbyist. There are opportunities to expand IWPA's advocacy portfolio.

## **COMPLIANCE TRAINING**

In 2016 IWPA launched a suite of educational offerings to train the wood products import industry, government agencies and environmental NGOs on compliance best practices. Programs include [multi-day due diligence trainings](#), [webinars](#) and other e-learning tools. There is a significant opportunity to increase the number of these classes and customize the trainings for various member segments.

As a purveyor of knowledge and education to a wide community of stakeholders, IWPA has the opportunity to increase industry compliance and demonstrate credibility to lawmakers, while boosting non-dues revenue, member recruitment and engagement.

## **NGO RELATIONSHIPS**

The environmental nonprofit community has taken substantive measures to ensure the legal, ethical and sustainable importing of wood products. In an effort to promote good environmental stewardship, and to protect the industry's reputation, IWPA has been proactively engaging this sector to demonstrate its commitment and compliance. One of IWPA's strongest alliances is with the World Resources Institute, which partners with the organization on forest legality with USAID, and helps the organization develop compliance training.

In addition to NGO partnership building, the Executive Director should consider identifying new, proactive public relations opportunities to manage reputational risk, particularly from NGOs that are more antagonistic to the wood importing sector.

## **MEMBERSHIP**

IWPA has traditionally enjoyed a highly stable membership of approximately 160 companies from across the wood products import supply chain. Member segments have expressed value in the association's proactive government relations efforts; continuous monitoring of regulatory trends and distributing real-time information; compliance training; and business networking at the annual convention. Additionally, members receive business exposure through IWPA's annual publication, [The International Wood Magazine](#), promoting the industry to designers and architects.

The new Executive Director should seek to build upon these value-added offerings to expand member recruitment efforts across the supply chain.

## RESPONSIBILITIES:

- **Regulatory Affairs.** *(Significant percentage of the role)* Direct IWPA's regulatory and affairs efforts, including engaging with US and international bodies related to new rulings or changes in existing rulings. Partner with outside consultant on strategy and implementation.
- **Information Monitoring | Casework Management.** Proactively alert members to changing political trends to ensure their ability to navigate trade agreements. Provide IWPA staff with necessary contacts and knowledge to assist members with common concerns related to import delays.
- **Legislative Affairs.** Oversee the effective management of IWPA's Political Action Committee and an external lobbyist.
- **Board Engagement.** Advise the Board of Directors and Committees on strategic direction related to government affairs, membership growth and financial performance.
- **International Industry Ambassador.** Serve as public spokesperson at international forums such as the International Timber Trade Organization (ITTO), the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and other meetings.
- **Educational Programming.** In partnership with the education committee, direct and grow suite of educational offerings including in-person and virtual learnings.
- **Membership Recruitment and Retention.** Grow and maintain membership through proactive interaction with members to ensure member needs are addressed through segmented, value-added offerings. Conduct new member recruitment and ensure IWPA staff is conducting outreach and onboarding of new members. Re-evaluate member segmentation and dues structure to maximize value and expand recruitment opportunities.
- **Event Planning.** Plan association's annual Convention, Washington Fly-In, Wood Trade Compliance Training, and "In the Know" Webinar series.
- **Operations.** Oversee operations including strategically executing goals, managing two staff and several contractors, ensuring fiscal stewardship, and overseeing physical facility.
- **Grants and Fundraising.** Identify grants from environmental NGOs, international associations and the US government to fund special projects and education.
- **Member Communications.** Ensure that IWPA weekly eNews, annual reports, website, social media presence, and Board business activity reports are professionally managed, produced and distributed as appropriate to board and general membership. Direct publication and distribution of International Wood Magazine and Buyers Guide.

- **Non-Dues Revenues.** Expand portfolio of value-added educational products customized to industry segments. Oversee sponsorship sales to support IWPA activities and provide value to sponsors.
- **Industry Relations.** Ensure IWPA is represented at wood industry events in the U.S. and globally as needed. Maintain relationships with executives at other wood industry trade associations and environmental non-government organizations.
- **Financial Management.** Ensure financial controls are in place, and financial objectives and results compared to budget and revenue objectives for viability and growth are met.
- **Staff and Contractor Management.** Responsible for the recruitment, employment and release of all personnel, both paid staff, volunteers and contractors. Ensure a work environment that attracts and motivates a diverse staff of top-quality people.
- **Volunteer Engagement.** Encourage new committee involvement and develop next generation volunteers to succession plan to the board of directors.
- **Work out of Alexandria, VA office.** Ability to work remotely one to two days per week post lifting of COVID-19 restrictions. This position is not eligible for full remote work as you will need to be available to handle facility-related issues.
- **Travel.** Post-Covid-19 restrictions - domestic and international travel will be required – 20-30% of time. COVID-19 vaccination will be required for domestic and international travel and to attend association events.

## QUALIFICATIONS:

Priority consideration will be given to candidates who can demonstrate the following background and competencies:

- Bachelors required. Masters degree in international trade or law degree preferred.
- Significant experience serving as either a #1 association executive or head of government affairs for a **trade association in the global supply chain sector** required. Experience with environmental and/ or wood products preferred.
- Experience leading **international trade government relations** initiatives, with a focus on regulatory affairs required. Experience managing a Political Action Committee a plus.
- Demonstrated success **expanding and engaging membership** through proactive outreach and value-added offerings strongly preferred.
- **Dynamic and diplomatic industry ambassador and spokesperson** able to represent the wood products import industry with passion, conviction and aplomb.
- **Highly relational personality** able to build collaborative, mutually beneficial relationships with members, staff, government officials, and allied organizations.
- Fluency in a **second language**, particularly Spanish or an East or Southeast Asian language, is a plus.

**Compensation:** \$210K plus opportunity for annual bonus

**Benefits:**

- Health care insurance cost reimbursement
- Employer-sponsored 401k plan with a generous 4-6% match.
- 11 days paid holiday and 20 days paid vacation.
- Life Insurance policy (AD&D)
- Summer hours policy (modified flex schedule allowing for early closing on Friday's)

**TO APPLY:**

Send the following application documents to Shira Lotzar, Purposeful Hire at [shira@purposefulhire.com](mailto:shira@purposefulhire.com):

1. **Thoughtfully crafted cover letter** describing your relevant background and interest in representing IWPA's mission. A multiple-page document is encouraged.
2. **A customized resume** highlighting your skills related to the Responsibilities section. Please consider bolding your relevant skills next to each of your accomplishments.

**\*\*The thoughtfulness of your application will be weighted heavily in the vetting process.**

**SEARCH TIMELINE:**

**Application Deadline:**

July 16, 2021 by 5:00pmET. Early application is strongly encouraged.

- **First Round Interviews:** August 2 - 4, 2021
- **Second Round Interviews:** August 9, 2021
- **Contract Negotiations:** Week of August 9<sup>th</sup>

**\*\*New Executive Director will be expected to participate in the IWPA board meeting on September 21<sup>st</sup> either as a full-time employee or during transition period from prior role.**

Eligible candidates will be required to complete a background check, credit check and a conflict of interest disclosure. *It is the policy of the IWPA to provide equal opportunity to all employees and applicants for employment based solely upon the individual's qualifications and ability to perform the work assigned, without regard to any personal identity, status, or condition. These include but are not limited to the following: race, color, sex, age, religion, disability, veteran status, gender identity and expression, national origin, genetic information, and sexual orientation.*