

EXECUTIVE DIRECTOR - RMEL CENTENNIAL, COLORADO

PROFILE

The Executive Director provides leadership and direction to carry out all activities for RMEL in accordance with budgets, policies, programs, and events as approved and directed by the RMEL Board of Directors and in-alignment with the business plan and the best interests of the association's membership, the electric utility industry, and customers.

The Executive Director reports to a [Board of Directors](#) comprised of 21 representatives of the RMEL membership and nominated and elected by existing board members that are crucial to



the association's strategic guidance. The Board, member employees, and the membership network are a significant resource to help manage and execute portions of the work required to ensure successful execution of services to RMEL membership. Additional committees in the focus areas of Safety, Generation, Transmission, Distribution, Vital Issues, and Next Generation Power Pioneers contribute to the guidance of the organization, assist to identify and develop educational content, and contribute to strategy for the association.

The Executive Director supervises three personnel, including a Member Services Engagement Manager, a Marketing and Education Manager, and an Executive Assistant as well as other outside vendor and contracted resources that assist with fundamental business operations.

CONDITIONS AND REQUIREMENTS

RMEL's team of committed personnel received high praises from its board and membership following successful navigation of the pandemic through 2022. While the organization continues to recover participation from its membership and is rebuilding to pre-pandemic numbers, the pandemic occurred during a significant and challenging generational shift with its board leadership and member participants. During the pandemic, the challenge of removing in-person engagement and traditional networking opportunity, one of RMEL's primary benefits to its members, quickly forced an evolution of RMEL's capabilities and a general renaissance of its technical service offerings to online member engagement and educational offerings that offset much of the loss of revenue and fundamentally began a shift of the association's approach. The board desires the Executive Director to continue strategic and day-to-day leadership while providing an environment that fosters the continuation of the technological evolution of service offerings while continuing the recovery with in-person engagement to recover the value of its networking offering. The Executive Director will seek every opportunity possible within the framework of the organization's capabilities to serve existing members, seek new membership, and continue to enhance the value of each member's investment in RMEL. Utility industry experience and a general understanding of industry trends is strongly desired.

Although RMEL took advantage of its financial reserves during the pandemic, the organization's leadership planned, saved, and invested substantially over several years to ensure the association could survive such an unexpected event. RMEL's low overhead, quick action, and willingness to evolve during this period caused an unexpectedly and relatively low impact on its financial condition and positioned the association for quick recovery. RMEL remains financially stable with a strong financial outlook for the future. The association is in the midst of minor dues modifications at present and will thoroughly investigate and potentially modify its dues formulas in the near future. It is desired that candidates offer evidence of successful budgetary or general financial

management and experience with small business accounting, audits, and finance. A bachelor's degree in an applicable field is desired as is an MBA.

Like most associations, RMEL is challenged to continue to enhance its value and regularly evaluates its offering to maintain relevance. The ideal Executive Director will be energized by such an ongoing challenge and, while offering the capability to enhance the creativity and evolution of RMEL, will offer the capability to leverage all available resources and a large network of people. This requires an individual who enjoys and is proactive toward people engagement, offers exemplary and transparent oral and written communication skills, and is driven to provide service and product that enhances the electric utility industry and its people in every way possible. The Executive Director will operate with a board expectation that the member group is not only maintained, but also grows beyond the traditional boundaries of the Rocky Mountain Region. Success will require a balance of attention to the fundamental business health of the organization, marketing skill, and a willingness to be proactive in relationship maintenance and development of new relationships to ensure growth of membership in the future.

Candidates should anticipate the opportunity to lead an energetic and loyal team of personnel. It is desired that candidates offer at least five years of supervisory experience with a track record of empowering subordinates to lead the organization as a team in tandem with member resources and a willingness to invest in the capabilities of those personnel to enhance their professional reward and the overall skill-offering of the organization. RMEL maintains an office space in Centennial, Colorado, but the organization's personnel work primarily virtual post-pandemic. Experience managing personnel within a hybrid work-home office environment is desired.

RMEL enjoys a strong legacy of service to the industry for 120 years with a loyal core membership. The baby boomer exodus and intense level of subsequent workforce movement caused a significant shift in RMEL Board Member tenure over the past five years and began to challenge that legacy with a new population of membership with less history with RMEL. Board Members offer substantive interest in leadership of the association but the Executive Director will be tasked to continue rebuilding board engagement, ownership, and participation with a majority of board members that offer less than two years of exposure to the association. Experience working with a volunteer or elected board of directors is desired. As the board is the primary strategic guidance for the organization and the incumbent Executive Director facilitated much of the strategic discussion, individuals that offer experience facilitating strategic planning exercises are desired.



Much of RMEL's recent evolution involved utilization of information technologies. The next Executive Director will be expected to continue to enhance efficiency of the business and member-interface tools through utilization of technology, business management software, and modern media portals. The board seeks candidates with proven experience in the identification, implementation, and utilization of such tools.

The most intense periods for RMEL's staff involve planning and execution of two primary conferences in the spring and fall of each year. Experience planning large or small events is desired as is a willingness to travel to determine ideal conference locations and manage the events. Negotiation, planning, and/or project management skills are desired for the next Executive Director as key contributors to the success of such events.

RMEL is nearing completion of a rebranding exercise with results that are predicted to roll out in 2024. The new Executive Director will inherit the exercise midstream but will be offered ample time to provide input on the direction of the rebranding strategy and certainly will direct the rollout of the rebranding project. Any experience with rebranding efforts or substantive marketing projects could be of benefit to candidates.

RMEL

RMEL is a not-for-profit energy trade association serving the electric utility industry with a variety of education and networking services since 1903. Dedicated to fostering a thriving community of electric energy professionals, RMEL's corporate members share ideas, techniques, and programs to better-serve the industry and its customers.

RMEL's primary services to the industry include networking opportunity and education. RMEL is a diverse community of utilities and service companies primarily comprised of organizations headquartered in 17 states west of the Mississippi, excluding the west coast, but the association's reach extends more broadly and includes some of the best and brightest electric utility leadership in the region. [RMEL's membership](#) includes large and small utilities from all segments of the industry; a large range of vendors, consultants, and engineers that serve the industry; educational institutions; industry associations; and industry bargaining units, among others.

RMEL's Mission:

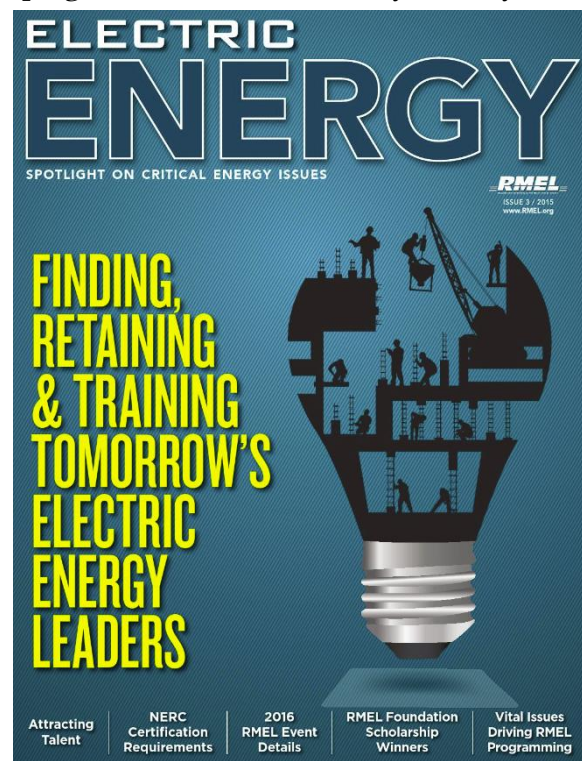
Preparing the electric energy industry for the future through education and networking.

RMEL's Vision Statement:

The trusted leader in networking and educational programs for the electric utility industry.

RMEL's Values:

- **Safety** - RMEL is committed to promoting positive safety cultures throughout the electric energy industry. RMEL events, programs and resources place the highest emphasis on safety.
- **Service** - The association will first and foremost serve the RMEL membership by staying attuned to needs of the industry, companies and individuals.
- **Integrity** - The association will manifest the highest standards of honesty, fairness, respect, professional ethics and accountability to RMEL members.
- **Trust** - RMEL allows members to meet in a setting that focuses on trust and peer-to-peer sharing to maximize on the potential of the RMEL community.
- **Communication** - The association welcomes input from all members and facilitates opportunities to listen to members and communicate relevant association offerings in a timely manner. Member discussions serve as a catalyst for future program development.
- **Quality** - RMEL programs and events showcase the highest quality content, speakers and resources to better the industry and help RMEL members find solutions to vital issues of today and the future.
- **Community** - Working side by side in a cooperative manner, members band together for the common goal of bettering the industry and improving service for utility customers. For more than 100 years, these key



principles have proven successful and more importantly are tried and true methods for building strong business relationships.

www.rmef.org

[Message from the Executive Director](#)

[Events and Education Calendar](#)

[RMEL Award Offerings](#)

[RMEL's Electric Energy Magazine](#)

[RMEL Foundation](#)

[RMEL Membership Packet](#)

LINKS TO CENTENNIAL, COLORADO

City Site - <https://www.centennialco.gov/Government/About-Us/History>

City-data.com site - <https://www.city-data.com/city/Centennial-Colorado.html>

Wikipedia Link - https://en.wikipedia.org/wiki/Centennial,_Colorado

Uncover Colorado - <https://www.uncovercolorado.com/towns/centennial/>

TIMELINE – IMPORTANT DATES

Resume submittal deadline – Preferred by November 24

Semi-Finalist Interviews – By December 22

Finalist Interview on-site – by January 19

Candidate begins employment – February to early-March start date

CONTACT INFORMATION

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