

Position Profile

On behalf of our client, MHA,

*CohenTaylor Executive Search Services
is conducting a retained executive search for its*

President



MHA Fast Facts

- Located in Bloomington, MN.
- Founded in 1967.
- Celebrated its 50th year in 2017.
- 2,100 members representing more than 350,000 housing units throughout the state.
- 25-member Board of Directors meets quarterly, while the Executive Committee meets monthly.
- MHA has a staff of 14 full-time employees with an average tenure of 11 years.
- The association currently has 18 active member committees.
- MHA offers more than 150 programs, classes, seminars, and events each year.
- MHA and MHS (the for-profit arm) collectively generate nearly \$2.5 million in revenue each year.
- Multi housing is among the state's largest and most stable industries, employing more than 25,000 workers.

**For more information visit the
MHA website:**

<http://www.mmha.com/>



Mission:

To support the multi housing industry through public policy leadership, educational opportunities, and communications and marketing in ways that enhance the industry for its members, its residents, and its communities. MHA is one of the country's strongest and most emulated trade associations for the housing industry.

MHA Values:

- Improving the quality of life in Minnesota by providing high-quality multi housing across a broad range of income levels.
- Advocating for public policy measures that are beneficial to MHA members, apartment residents and their communities.
- Promoting the multi housing industry and enhancing its image.
- Shaping an environment that retains and attracts top professionals to the multi housing industry.
- Providing continual educational, training, and professional development opportunities for MHA members.
- Serving as a valuable informational resource on multi housing matters.
- Creating abundant networking opportunities for MHA members to collaborate with others in the industry.
- Maintaining valuable, mutually beneficial relationships with suppliers and business associates.
- Contributing to innovations in the multi housing industry.

The Organization

The Minnesota Multi Housing Association (MHA) is a state-wide nonprofit trade organization. With nearly 2,100 members representing more than 350,000 housing units throughout Minnesota, MHA is the voice of the state's multi housing industry. MHA was founded in 1967 to promote the highest standards in the development, management, and maintenance of rental and owner-occupied multi housing. MHA members represent an industry that houses Minnesotans of all ages, races, and incomes through for-profit and non-profit housing, including both market rate and subsidized rentals.

MHA delivers value for its members through its products, such as renter lease agreements, by offering world-class education to fit the



needs of rental property owners and property management companies, and by advocating for all aspects of the multifamily housing industry with full-time presence at both the state capitol and within each municipality. While members include the state's largest apartment management companies, developers, common interest communities, and providers of related products and services, 25 percent of members own or manage fewer than 100 units each. MHA has a robust membership in Greater Minnesota including chapters in Duluth, Mankato, Northwestern MN, Rochester, and St. Cloud. All members of MHA commit themselves to the ethical principles and standards of the association's Code of Ethics.

Programs

- **Education** - Education is a key mission of the association. It offers numerous classes, seminars, and conferences throughout the year including two annual conferences, five certification programs, and dozens of stand-alone classes on topics running the gamut from leasing to fair housing to plumbing.
- **Advocacy** - Advocacy is another key component of its work. The association has a strong presence at both the capitol and numerous city halls throughout the state. Its legislative team works with elected officials, city staff, and various stakeholders to provide leadership on legislative and regulatory matters.
- **Communications** - MHA communicates with its members in a variety of ways including through their monthly magazine, *The Multi Housing Advocate*, a weekly email newsletter and through various social media channels.
- **Events** - MHA offers numerous events that serve both as networking opportunities and a chance to celebrate the good in the industry. A sampling of these events includes:
 - Annual Golf Outing
 - MADACS Awards Program
 - Presidential Gala
 - Products Shows
 - Social events to benefit MHA's charitable partner, People Serving People
- **Forms/Leases** - MHA has a comprehensive catalog of rental leases and other forms that may be purchased by owners/managers, whether they are members or not. All of its legal forms have been created and vetted by a legal committee and are recognized in housing courts throughout the state.
- **CIC Midwest** - This branch of MHA offers education and networking opportunities for managers and board members of common interest communities which are owner, rather than renter occupied multi housing units.



The Role

MHA is currently seeking a dynamic and innovative leader for the role of President. Reporting to the Board, the President serves as the Chief Executive and Administrative Officer of the organization and is responsible for the overall strategic, operational, and financial management. Governmental relations, public policy, and education are the primary components of this position. In partnership with the Board Executive Committee, the President will serve as the visionary leader who will drive the strategy and adapt as necessary to stay current with the housing industry.

Key Responsibilities:

Team Leadership/Management

- Provide leadership and foster a team culture consistent with the association's values.
- Lead and manage MHA's staff through organizational structuring planning, assigning accountability, training, and effective communication.
- Proactively develop staff skills through coaching/mentoring, training, and special projects.
- Administer the day-to-day operations of the MHA organization.
- Create, monitor, and report against an annual budget while maintaining sound fiscal processes.

Board of Directors

- Collaborate with the Board, Executive Committee, and staff to build MHA's strategic direction.
- Identify, recruit and nurture future Board participation and leadership.
- Ensure the achievement of the Board's long-range goals and initiatives.
- Report information required for board to be able to act with appropriate fiduciary responsibility.

Government Affairs/Advocacy

- Lead and manage all government and public relations activities.
- Nurture relationships with representatives of local, regional and state government and other organizations both public and private.
- Direct and collaborate with the association's legislative lobbyists to represent housing interests.

Communication

- Develop communication strategies that both inform and build relationships with members and related constituencies and enhance the MHA brand.
- Be the voice of MHA.

Relationship Management

- Build and maintain strong relationships with national and local industry and industry-related stakeholders.
- Foster and develop future leaders of MHA.

Membership Development/Retention/Value

- Create and maintain relevant offerings and develop innovative programs that continue to define and improve the value proposition for membership.



- Participate in National Associations, to bring information back to local leaders.
- Ensure the delivery of MHA's core programs and services.

The Ideal Candidate

- Exceptional organizational, leadership, financial management, and personal relationship skills.
- Ability to build and maintain a healthy and sustainable organizational culture.
- A proven track record in government relations and public policy.
- Experience in multi-family housing preferred.
- Demonstrated ability to work collaboratively with members, staff, and the broader community.
- Excellent oral and written communications skills.
- Association management experience preferred.
- Education – 4-year degree required.

For more information or to send your credentials, please email info@cohentaylor.com

All inquiries will remain confidential.