









Visit Mendocino County

PRESIDENT & CEO EXECUTIVE SEARCH PROPOSAL

July 20, 2015



 Executive Summary	Page 3 - 4
 Your SearchWide™ Team	Page 5 - 6
 5 Steps to Success – The Search Process	Page 7 - 8
 Partial Client List	Page 9 - 10
 References	Page 11
 Fees & Guarantee	Page 12



Nicole Newman, Vice President | SearchWide™
www.searchwide.com | newman@searchwide.com
480-264-7675 (direct) | 951-640-3745 (cell)

About SearchWide

SearchWide™ is a full service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.

Our team is comprised of the best and the brightest in the industry. SearchWide™ has built an excellent reputation with clients and candidates. The tenure of our associates and depth of our credentials, experiences, and relationships enables us to deliver excellent results in a timely manner. Our focus is to deliver exceptional service, with flexibility, at a pace set by the companies we serve.

We also value the importance of diversity in the workplace and understand the impact of cultural diversity within the tour/travel, hospitality industry. Organizations are seeking to attract more diverse candidates and SearchWide™ is dedicated to grow the industry in this area.

With our headquarters in the Twin Cities and several regional offices, we are able to serve clients and candidates nationwide. Founded in 1999, we have remained focused on our core values for over a decade: INTEGRITY, ETHICS, PASSION and RESPECT.

By combining the best search practices and adapting to the needs and culture of Visit Mendocino County, we are able to focus on adding value to the team and the community. SearchWide™ has both access and ability to invest extensive efforts and resources to establish the most productive, seamless and effective recruitment partnership.

Our proven ability to connect clients with exceptional candidates is the trademark of our work. We are able to serve our clients effectively and efficiently by staying closely connected to the most talented people in the hospitality industry. SearchWide™ has placed several executive positions for organizations over the past 15 years, including Monterey County CVB, San Francisco Travel Association, Marina del Rey CVB, Catalina Island Chamber of Commerce and Tri-Valley CVB.



“Thank you, SearchWide, for your incredible assistance and leadership in recruiting our new SVP. The entire process was thorough, expedient and professional. Our partners and board members involved were also very impressed with your work. Great job!”

Tom Norwalk
President and CEO
Visit Seattle

Executive Summary

The opportunity to partner with Visit Mendocino County is an exciting endeavor for SearchWide™. We are committed to providing extraordinary services every step of the way by offering unique deliverables tailored to fit your needs while creating bench strength within your organization. Additional detail about our approach and the search process is outlined in the proposal but the highlights are as follows:

- ▶ **NEEDS ASSESSMENT AND BUILD OUT THE POSITION DESCRIPTION** – Prior to beginning the search, we will complete a detailed needs assessment in order to fully understand the role that the new executive will be expected to play. From this, we will create a detailed position description/organization overview.
- ▶ **PROACTIVELY SEARCH FOR THE BEST TALENT** – We will use our strong relationships (inside and outside the industry) to provide only the best and brightest candidates.
- ▶ **INTERVIEWING, BACKGROUND AND REFERENCE CHECKING AND TESTING** – Once the finalists have been chosen and thoroughly interviewed by SearchWide™ we will complete a background check, comprehensive reference calls and administer testing.
- ▶ **MANAGE THE FINAL INTERVIEWS WITH THE SEARCH COMMITTEE** – SearchWide™ will coordinate and facilitate all of the logistics throughout the interview process.
- ▶ **OFFER AND NEGOTIATION** – SearchWide™ has extensive experience handling the hiring, negotiating and turn down process, in a way that protects the reputation and integrity of everyone involved.

Your team of experts dedicated to handling this search include Nicole Newman (Vice President) and Jennifer Brown (Vice President of Operations). Additional information about these SearchWide™ executives can be found on pages 5 and 6.



“SearchWide did an outstanding job in our search for a President & CEO for the Anaheim Convention and Visitors Bureau. Very professional as they guided us through the search process.”

Bill Gunderson
Chairman of the Board
Anaheim CVB

Your Team



NICOLE NEWMAN

Vice President of SearchWide™

Phoenix, AZ Office

Current Board Member of MPI Southern California Chapter

Nicole provides recruiting services for hotels, convention and visitor bureaus, and event companies, as well as association and association management firms. Located in our Los Angeles, CA office, she is an expert at recognizing our clients needs and being able to identify talent that is best in class. Her expertise includes all levels of executive positions, including President/CEO, Executive Directors, Senior Vice Presidents and Vice Presidents.

Nicole has significant experience in the hospitality industry and has held sales, catering and event planning positions with prominent hotel companies in the greater Los Angeles and Orange County regions. She has worked for several Marriott International hotels in Southern California, Noble House Hotels & Resorts and The Mission Inn Hotel & Spa spanning over a 15 year career in the hospitality industry.

Nicole is an active member of Meeting Professionals International Southern California Chapter, currently serving on the Board of Directors as the Vice President of Education. Nicole is a graduate of California State University, Fullerton and a native of Torrance, CA.

Your Team



JENNIFER BROWN

Vice President of Operations of SearchWide™
Stillwater, MN Headquarters Office

After nine-years in television, Jennifer discovered a passion for accounting and switched her career. She joined SearchWide™ in July 2012 as an accountant, then soon started managing daily operations for the company, which includes providing top-level customer service while ensuring the search process is completed successfully.

With her consistent drive for efficiency and accuracy, Jennifer brings a unique and all-encompassing perspective to SearchWide™. A graduate of St. Cloud State University, she received her Master's Degree from Metropolitan State University.

Jennifer grew up in Minnesota where she lives with her husband and three children.

5 Steps to Success

The Search Process



5 Steps to Success The Search Process

1. DETAILED NEEDS ASSESSMENT

Prior to beginning the search, we will complete a detailed needs assessment in order to fully understand the role that the new executive will be expected to play. This includes meetings with key stakeholders and staff.

From this, we will create a detailed position description / organization overview (incorporating your document) that will also act as an important sales and marketing tool.

2. MARKETING, PROSPECTING AND QUALIFYING

SearchWide™ takes a targeted approach to marketing the position and sourcing candidates. We use our strong relationships (inside and outside the industry), solid processes, a robust database, and industry expertise to provide your organization with only the best and brightest candidates.

In today's marketplace, it is no longer enough to deliver exceptional candidates with proven abilities. We understand that the chosen executive must also possess longevity and loyalty.

We will keep the search committee engaged and provide weekly updates on candidate activity throughout this phase. We clearly understand the importance of a thorough, professional and transparent search process.

3. INTERVIEWING, REFERENCE CHECKING AND TESTING

Once we have all agreed on the finalists and they have been thoroughly interviewed by SearchWide™ we will complete the following steps:

- Check references. We will talk to two previous supervisors, two previous direct reports, and two additional professional references.

- Conduct a background check that covers federal, county and state criminal history, preemployment credit, and driving and education verification.
- Have candidates undergo the DiSC assessment.

To prepare for the final interviews, the collected data and resume for each finalist will be compiled onto an iPad for you.

4. SEARCH COMMITTEE INTERVIEWS

SearchWide™ will coordinate and facilitate all of the logistics throughout the interviews. If five candidates will be interviewed, a suggested format might be as follows:

Day 1:

12:00N – 1:00pm Lunch and Pre-Meeting

1:00pm – 2:30pm Candidate 1

2:45pm – 4:15pm Candidate 2

4:30pm – 6:00pm Candidate 3

Day 2:

8:00am – 9:30am Candidate 4

9:45am – 11:15am Candidate 5

11:30am Wrap up Meeting

5. OFFER, NEGOTIATION AND POST COMMUNICATION

SearchWide™ has extensive experience handling the hiring, negotiating and turn down process, in a way that protects the reputation and integrity of your organization.

Our interaction with your organization and the placed candidate does not stop when the search is closed. We stay in close contact on a quarterly basis to ensure that all parties remain satisfied and productive.

Partial Client List

DESTINATION MARKETING ORGANIZATIONS (DMO'S, CVB'S, CHAMBERS)

- Anaheim President/CEO, SVP of Sales
- Asheville Executive Director
- Catalina Island President/CEO
- Chicago CMO, SVP of Sales & Services, Director of Intermediary Sales
- Council Bluffs Executive Director
- Dallas SVP of Sales and Services, SVP Marketing
- Denver VP of Convention Sales & Services, Sales Director, Citywide Sales Mgr
- Detroit SVP of Sales & Marketing, VP Strategic Development, DOS
- Lake Geneva President
- Los Angeles SVP of Sales & Client Services, CMO, VP of Convention Sales
- Lubbock Executive Director
- Mammoth Executive Director/President
- Marina del Rey Executive Director
- Milwaukee President/CEO, VP of Sales and Marketing, Executive Director of Sales
- Monterey County VP of Sales, Regional Sales Executives
- Newport Beach Senior Vice President & Chief Marketing Officer
- Norman Executive Director
- North Lake Tahoe Executive Director/CEO
- Orlando President/CEO (2), SVP of Sales, VP of Strategic Partnership
- Ontario Associate Director of Sales, Director of Sales & Marketing
- Palm Springs President/CEO, VP of Marketing
- Poconos President/CEO, VP of Marketing & Sales
- Reno President/CEO, VP of Sales & Marketing
- San Antonio Executive Director, Assistant Director, Senior Sales Manager (2)
- San Diego President/CEO, SVP of Sales, National Sales Manager
- San Francisco Chief Marketing Officer, EVP of Sales & Service
- San Jose President/CEO, VP of Sales, VP of Marketing, National Sales Manager
- Seattle SVP of Convention Sales
- Spokane Regional Director of Accounts, Regional Director of National Accounts
- Tri-Valley Executive Director/President
- West Hollywood VP of Operations & Strategic Planning, VP of Sales & Marketing

LEADING INDUSTRY ORGANIZATIONS

- American Society of Association Executives (ASAE) - VP of Strategic Alliance and Philanthropy
- Caribbean Hotel & Tourism Association - CEO
- Center for Exhibition Industry Research (CEIR) - President/CEO
- Destination Marketing Association International (DMAI) - President/CEO
- International Association of Exhibitions & Events (IAEE) - President/CEO
- Hawaii Tourism Authority - President/CEO
- San Diego Tourism Promotion Corporation - Executive Director
- US Travel Association - VP of Industry Relations
- Freeman - President, Freeman Marketing Solutions, Multiple VP, Director and AE Positions
- Freeman A/V - Vice President of Sales, General Manager, Multiple Sales Positions

Partial Client List

VENUE / FACILITIES

- Dallas Convention Center – General Executive Manager
- Empire State Building – Observatory Director/General Manager, Operations Manager
- Minneapolis Convention Center – General Manager, Executive Director
- Nashville Convention Center – General Manager, Director of Sales & Marketing
- New Orleans Convention Center – President/General Manager
- Orange County Convention Center – General Manager
- Pasadena Center Operating Company – CEO, Executive Director, Director Sales & Client Services
- Reno Sparks Convention and Visitors Authority – CEO, VP of Sales and various sales positions
- Saint Paul RiverCentre – President/CEO
- San Jose McEnery Convention Center, Civic Auditorium, Parkside Hall, Center for Performing Arts & Theaters – President/CEO
- Tacoma Dome, Cheney Baseball Stadium, The Greater Tacoma Convention & Trade Center – Director, Public Assembly Facilities

HOTEL - CONVENTION / MEGA RESORT / RESORT

- Atlantis Paradise Island – VP of Sales, VP of Food & Beverage, Conference Services, Sales
- Gaylord Hotels – VP Sales & Marketing, Director of Sales, numerous sales positions
- Intercontinental Hotels, Montelucia – Director of Sales & Marketing
- Loews Hotels, Loews Miami – Director of Sales & Marketing
- Loews Ventana Canyon Resort – Director of Sales & Marketing
- Mandalay Bay Resort and Casino – Executive Director of Sales, numerous selling roles
- Secret Harbour Beach Resort – General Manager
- Trump Hotel Collection, Doral Resort and Spa – Director of Sales & Marketing
- Walt Disney Parks & Resorts – Numerous selling roles

“SearchWide has been an excellent resource for our member Convention and Visitor Bureaus around the US and Canada in recruiting top notch experienced executives for the diversified needs in the tourism communities served by DMAI. When SearchWide is involved in a project, we know that the industry is well served.”

Michael Gehrisch
President / CEO
DMAI

References

CATALINA ISLAND CHAMBER OF COMMERCE

Wayne Griffin, Client
President and CEO
310-739-9344

MARINA DEL REY CONVENTION AND VISITORS BUREAU

Shawn Highland, Client
General Manager, Jamaica Bay Inn
Search Committee Chair for President & CEO search
310-823-5333

MONTEREY COUNTY CONVENTION AND VISITORS BUREAU

Tammy Blount, Client
President and CEO
831-657-6409

SAN FRANCISCO TRAVEL ASSOCIATION

Joe D'Alessandro, Client
President & CEO
415-227-2698

TRI-VALLEY CONVENTION AND VISITORS BUREAU

Debbie Gudmundson, Client
General Manager, Residence Inn Marriott
Search Committee Chair for Executive Director / President search
925-847-0535



"The SearchWide team has been an absolute delight to work with! Efficient, effective, ahead of the game and always on point. Thank you, SearchWide, for everything you have done with us and on our behalf!"

Lee Morcus
Board Chair, Palm Springs
Desert Resorts CVA

Fees and Guarantee

FEES

Our fee for conducting the President & CEO search is thirty-percent (30%) of the annual base salary of the placed candidate, with a minimum fee of twenty-five thousand dollars (\$25,000). In addition, SearchWide™ will bill any out of pocket expenses incurred related to the search and approved by the Visit Mendocino County. For example, out of pocket expenses may include candidate and consultant travel, lodging, meals, background checks, DiSC testing, job postings, or other necessary and reasonable expenses.

Our professional fee will be due in three (3) installments as follows:

1. \$8,333 due upon signing the agreement.
2. \$8,333 due thirty days after the signed agreement.
3. Remaining fee, plus expenses, due upon completion of the search, such as placement of a candidate, closure of the search by the client for any reason, or the client places the search on hold for more than 60 days.

GUARANTEE

We are so confident in the quality of our services that should the executive leave the position within twelve (12) months of placement, SearchWide™ will replace the executive or provide another executive for a different opening at no charge.



“SearchWide was the key to us finding the right leader and CEO. SearchWide was instrumental in leading the way to an efficient and effective endeavor. The payout was well worth the investment and we are extremely pleased.”

Deanna Gescheider
Chair & Board Member
North Lake Tahoe Resort
Association



HEADQUARTERS OFFICE

320 Myrtle Street West
Stillwater, Minnesota 55082

info@searchwide.com

888-386-6390 Toll Free

651-275-1370 Office

651-275-1367 Fax

REGIONAL OFFICE LOCATIONS

Phoenix, Arizona

Washington, DC

Traverse City, Michigan

New York, New York

Dallas, Texas