VISIT Lake Geneva
President
Lake Geneva, WI
ABOUT LAKE GENEVA

Falling in love with Lake Geneva is easy... Maybe it’s the way the sun light shimmers on the lake or the way the sunset hits the trees. Or maybe it’s the amazing sensation of soaring through the air and laughing with friends on a zip line adventure, or a fun filled day on the water. Or maybe ... it’s just an afternoon of pampering and relaxation at one of the many area spas, or taking a stroll on the shore path or in downtown Lake Geneva, browsing in the unique shops or stopping for a bite to eat. Whatever your choice, Lake Geneva offers events, colors, tastes and wonders for each and every season.

Spring: walk the lake shore path, cruise the lake, browse the shops, and at night, find an outside fire pit to keep you warm. Summer: beaches, boating, paddleboarding, jet skiing, kayaking and a multitude of cruising options – lake living at its best.

Fall: view the colorful fall foliage from a hot air balloon, follow the shoreline via cruise boat and enjoy a plethora of events, from Oktoberfest to Halloween Happenings around the lake. Winter: skiing, snowshoe hikes through the woods, snowboarding, sledding and winter ziplining adventures. And when it’s time to come out of the cold, you can relax with a massage, snuggle by a fire or dine overlooking the lake.

Located 80 minutes from Chicago, and 45 minutes from Milwaukee, Lake Geneva offers a resort atmosphere with amenities and services that are among the top rated in the Midwest.

HISTORY OF LAKE GENEVA

As near as geologists can tell, Geneva Lake was formed about 20,000 years ago, as the last glacier traveled across North America. The lake is over 7 miles long from east to west and over 2 miles wide at its widest point from Williams Bay to the Lake Geneva Yacht Club.

There are approximately 22 miles of shoreline, and the surface area is 5,263 acres. Geneva Lake is the 2nd deepest spring fed lake in Wisconsin, with depths reaching 142 feet just off Black Point in Fontana. The lake is fed entirely by underground springs, and has no surface inlets. The only outlet, the White River, in the City of Lake Geneva, feeds into the Fox, Illinois, and Mississippi Rivers.

The earliest residents in the area were the Pottawatomi Tribe, who had migrated here in the 1600’s from northern Wisconsin. Their best-known leader was a chief by the name of Big Foot, which the beach on the East end of the lake has been named in honor of. Although the Wisconsin territory had been explored as early as 1634 by French explorer Jean Nicolet, there never was an official recorded sighting of the lake until 1831. The Native Americans called the lake “Kishwauketoe”, which loosely translates to mean Clear Water or Lake of the Sparkling Water.

In 1834, a government surveyor named John Brink was sent through the territory to survey the land and name the landmarks. When Mr. Brink saw the lake, he was reminded of Seneca Lake, near his hometown of Geneva, New York. It was at this time that the lake became known as Geneva Lake in honor of his hometown.

Several factors were involved in the growth of Geneva Lake as a resort for Chicago’s wealthy. First of all, in the 1870’s, numerous men from Chicago came here to hunt and fish, and their love of the area convinced them the Geneva Lake would be the ideal place to build a summer home. Transportation was the second factor. The Chicago & Northwestern Railroad opened a line from Chicago to the Village of Lake Geneva on July 6, 1871. This allowed people to reach the area with ease. The third and most important factor was the Chicago Fire, which occurred on
October 8, 1871. Many of the families displaced by the fire actually escaped the burning of the city by getting on the train and coming up here to the lake. Many of these people stayed here at the lake through the fall and winter of 1871-72, while they waited city homes to be rebuilt. Within a few years, when the city and its industries were back on their feet and money was available, more and more Chicagoans began selecting Geneva Lake for their summer getaways.

Even today you will find that about 80% of the summer residents here have roots in Chicago. For more information and photos of the gorgeous Lake Geneva Estates, visit lakegenevaestates.com.

EXPLORÉ

Lake Geneva offers the perfect activities for visitors of any age! Whether you seek adventure, the arts, or want to connect with nature, the list of things to do in Lake Geneva are endless! On the land, visit adventure parks, festivals, fairs, hiking & biking trails, museums, try a round of golf, go horseback riding, explore ski hills, cruise across snowmobiling trails, go zip lining and much more! On the water, experience a romantic boat cruise, a private fishing charter, take the family parasailing, or rent a boat for a memorable day on the water. In the wintertime, besides skating and ice fishing, spending a day at the spa is a great way to take your mind off the weather and rejuvenate! From families to girlfriend getaways to golf outings – Lake Geneva has a plethora of activities for all!

Events
Accommodations
Dining
Tristan Crist Magic Show
Dancing Horses
Safari Lake Geneva

Lake Geneva Canopy Tours
Lake Geneva Downtown
Yerkes Observatory
Shopping
Geneva Lake Museum
Old World Wisconsin

The Shore Path around Geneva Lake features historic estates with well-kept lawns and gardens, the clear blue waters of Geneva Lake with sailboats, excursion boats and antique wooden boats. There is so much beauty around Geneva Lake that it is impossible to see everything on your first walk around the path! The shore line of Geneva Lake is about 20+ miles, but the path reaches up to almost 26 miles with it weaving in and out of the woods along the shoreline.

Fall is a beautiful time in Lake Geneva, check out the Lake Geneva Fall Color Guide for details!

ABOUT VISIT LAKE GENEVA

The Lake Geneva Chamber of Commerce, now dba VISIT Lake Geneva, was formed on March 14, 1944 and is a non-profit organization that exists to encourage, stimulate and promote economic development, expansion and diversification. The Chamber acts as the united voice on behalf of the business community within the Geneva Lake area.

The business and affairs of VISIT Lake Geneva are managed entirely by a Board of Directors. The board is nominated from the partners and represent business leaders from the various industry segments of the local economy.

The primary funding source for VISIT Lake Geneva is 70% from room taxes, 16% from partnership fees, and 14% from Cooperative Advertising Programs and Grants. Partnership in the organization has remained steady during the last three years at 400 partners.

In 1980, the Lake Geneva Chamber of Commerce and the Hotel/Motel Association merged. Over time, the Hotel/Motel Association function evolved into the Lake Geneva Area Convention & Visitors Bureau (CVB) which is today the primary function of the Chamber of Commerce. The budget for the CVB comes primarily from room tax that is collected by the lodging facilities and then distributed to the Chamber via participating municipalities.
The CVB represents the Town of Lyons, City of Lake Geneva, and the Village of Fontana. The Lake Lawn Resort (in Delavan) contributes a percentage of the room tax they generate as does the Geneva National Resort (Town of Geneva) in lieu of the room taxes that would normally be received from the municipality.

On January 1, 2016, the Board of Directors for the Lake Geneva Chamber of Commerce, Inc. and the Lake Geneva Area Convention & Visitors Bureau merged to form one board. The by-laws were updated and a new organizational name was adopted as a DBA: VISIT Lake Geneva. On July 1, 2016, VISIT Lake Geneva introduced Partnership Tiers to replace the outdated membership dues structure. Members are now Partners and each one can choose the Partnership Tier that best matches its budget and business plan. By integrating new technology, a new website, and best practices; VISIT Lake Geneva has created a strong foundation to increase the return on investment for its Partners and the municipalities it represents.

POSITION SUMMARY

The President will have demonstrated success leading a highly visible public organization, with significant business development, sales, and destination marketing experience. This position will work directly with the Board of Directors on policymaking and strategy for the organization and will serve as the primary spokesperson for the organization.

ESSENTIAL JOB FUNCTIONS

- **Business Development:**
  Identify and pursue strategic opportunities for VISIT Lake Geneva tourism. Create and build partner relationships and manage business development activities for VISIT Lake Geneva while driving sales activities. Aggressive in pursuing new business opportunities and the ability to go above and beyond the commonly accepted standards.

- **Strategic Planning:**
  In conjunction with the Boards and staff, develop and implement a strategic plan and annual program of work that will advance VISIT Lake Geneva’s mission. The President will oversee the design, marketing, promotion, and delivery of VISIT Lake Geneva’s programs as well as evaluate the value of them and make changes where needed.

- **External Relationships:**
  Build and maintain strong relationships with groups that share common goals with VISIT Lake Geneva. The VISIT Lake Geneva President will work to cultivate those relationships within both the public and private sector to ensure the business and hospitality communities have a voice in pro-business issues.

- **Administration and Staffing:**
  Build a highly energized team of employees, engaged in the mission and success of VISIT Lake Geneva. The President will actively motivate and lead the employees of the organization in order to elevate the quality of VISIT Lake Geneva’s initiatives. The President is responsible for managing the human resources of the organization according to the personnel policies and procedures. The President is responsible for developing and effectively managing an annual budget; ensuring financial soundness, transparency, and overall fiscal responsibility.

- **Board Relations:**
  Build and maintain strong relationships and communication with the Chair, Executive Committee, and Board of Directors. The President will actively work to engage the Board of Directors and provide up-to-date information for all Executive Committee and Board meetings. The President will actively identify business leaders for future Board of Director opportunities.

- **Public Policy:**
  In conjunction with the Board of Directors the President will create a public policy statement for VISIT Lake Geneva. The President will be responsible for collaborating with other local and state chambers to leverage and maximize our influence on pro-business and hospitality issues.

- **Partnership Development and Retention:**
  Be the catalyst for partnership recruitment, development, and retention. Along with others, the President will work to interpret and analyze the needs of partners and prospects, ensuring the current programs provide value to partners. The President will work to engage executives of companies of all different sizes to be active partners, identifying opportunities to get leaders plugged into VISIT Lake Geneva through various volunteer roles.
Supervisory Responsibilities:
Provides general direction and supervision to VISIT Lake Geneva staff.

AUTHORITY & PERFORMANCE MEASUREMENT

- To expend funds within budget parameters and within policy and consistent with good business practice.
- To hire, set compensation within budget parameters and establish terms of employment for, direct the activities of, evaluate and terminate employees of VISIT Lake Geneva.
- To execute contracts on behalf of VISIT Lake Geneva.
- To give voice to public policies in the public arena.
- Attainment of annual objectives and goals developed with the Board.
- Accountability in maintaining financial stability and overall financial performance.
- Attraction and retention of partners; growth in partnerships.
- Partner feedback.

QUALIFICATIONS
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Four year degree or equivalent combination of education and experience.
- Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.
- Proficiency with Microsoft Office Suite including Word, Excel and Power Point and QuickBooks.

PREFERRED QUALIFICATIONS

- Business Development and Direct Sales Experience
- Proven experience recruiting, developing, and retaining a strong staff.
- Board management experience.
- Strong financial acumen.
- A successful track record building alliances with a wide range of constituents.
- Excellent organizational skills with the ability to manage multiple projects.
- Energetic leader who has the ability to build consensus within the community and internal organization.
- Demonstrated — strong leadership skills.
- Up-to-date on technology and trends as it relates to the industry.
- Ability to work with government agencies and other key stakeholders as part of a collaborative partnership in meeting organizational mission and performance objectives.
- Excellent public presentation and interaction skills.

CERTIFICATIONS and/or LICENSES REQUIRED

- Driver License and dependable vehicle with knowledge to properly use the vehicle.

MATERIALS AND EQUIPMENT USE
Must be proficient with general office equipment including: telephone, computer, fax, printer, copier, smart phone and Outlook Calendar.

PHYSICAL DEMANDS/TRAVEL REQUIREMENTS
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee may infrequently be required to drive between 0-300 miles;
- In addition, the employee is constantly required to talk, hear, and operate a computer and mouse. The employee is frequently required to walk, bend, twist, push, pull, reach above shoulder and use hand to finger, handle or feel.
The employee may occasionally climb, stoop, kneel, crouch or crawl. The employee will frequently lift and/or move up to 15 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and distance vision.

**WORK ENVIRONMENT OR ENVIRONMENTAL CONDITIONS**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently in a typical office environment but will occasionally be exposed to outdoor weather conditions if traveling. The employee is occasionally exposed to wet and/or humid conditions, moving mechanical parts, fumes and airborne particles, and extreme heat. The noise level in the work environment is usually moderate.

**CHARACTERISTICS NEEDED**

- Charismatic
- Collaborative
- Outgoing
- Strong Leader
- Motivational
- Consensus Builder
- Conscientiousness
- Visionary

**TOP PRIORITIES**

1. Engage in the sales process immediately at all levels to understand and evaluate strengths/weaknesses.
2. Create a business development strategic plan (both short and long term) and implement strategy complete with metrics to monitor success.
3. Immediately form strong and meaningful relationships with all stakeholder groups. This includes political leaders, as well as hospitality industry and local business leaders.

If this could be a great opportunity to extend your professional reach, please respond through the SearchWide website or email your resume to the following SearchWide Executive:

**Kellie Henderson**, Vice President | SearchWide

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