

April 25, 2012

REQUEST FOR PROPOSALS

MANAGEMENT SERVICES CALIFORNIA CHERRY MARKETING AND RESEARCH BOARD

The California Cherry Marketing and Research Board (Board) is recruiting a firm to serve under contract to provide management services to the Board for a term to be specified.

The Board was recently established and operates under authority of California state law. The new Marketing and Research Board is funded by assessments paid by all California growers and packers of cherries. This new Board replaces a long-established program that only assessed four varieties of cherries in California. The Board is composed of cherry growers and packers and is seeking a management firm to carry out the day-to-day administration of Board activities.

General Responsibilities: The contractor is expected to oversee the administration and management of the Board's operations including development and implementation of a trade policy and export market development program, public relations, industry initiatives regarding research and surveys, dissemination of information and education regarding California cherries, and provision of advocacy for California cherries.

Specific Responsibilities:

- Develops and manages an annual work program at the direction of the Board, and is the industry representative as necessary, maintaining cherry grower and packer communications.
- Manages and administers an assessment collection program, Board finances, and an annual budget.
- Provides strategic business and organizational guidance for the day-to-day operation of the Board.
- Serves as liaison with the CDFA and other public agencies with authorities affecting the California cherry industry.
- Facilitates Board and committee business by preparing and distributing notices, agendas, and minutes; preparing annual or interim reports; collecting statistics and preparing statistical reports, processing proposals and contracts; conducting correspondence and maintaining Board records.
- Oversees the Board's domestic and export programs, facilitates new market access, directs pre and post-harvest research, monitors and recommends action regarding pest and disease issues affecting cherries, and performs other administrative duties as appropriate.

Qualifications: Experience in the management of California marketing programs is necessary. Excellent communication (both written and verbal) and collaborative skills are required. Organizational planning and supervision experience would be helpful. The ability to take initiative, work with minimum guidance, and be adaptable to working with a variety of people and personalities is necessary.

Compensation: Depends on qualifications. Please include information regarding your proposed total cost per year for the management of the Board in your proposal.

Application Process: Submit a proposal, statement of qualifications, and compensation or salary history and expectations. Submit this information, not later than May 15, 2012, by email to chiles@rivermaid.com