



CFO Position Profile

Location: Colorado Springs, Colorado

Reports to: George Taylor, CEO

Organization Overview and Background

The Professional Rodeo Cowboys Association (PRCA) is the largest and oldest rodeo-sanctioning body in the world. The recognized leader in professional rodeo, PRCA is committed to maintaining the highest standards in the industry in every area, from improving working conditions for contestants and monitoring livestock welfare to boosting entertainment value and promoting sponsors. PRCA also proudly supports youth rodeo with educational camps, as well as supporting such allied organizations as Tough Enough to Wear Pink; Miss Rodeo America; the American Quarter Horse Association; the ProRodeo Hall of Fame; and high school, collegiate, Little Britches, and National Circuit Finals Rodeos.

The organization is complex, with several operating units. These include:

- **Professional Rodeo Cowboys Association** – the non-profit, which has nearly 7,000 members, sanctions more than 600 rodeos throughout North America each year.
- **Professional Rodeo Cowboys Association Properties** – a for-profit corporation owned by the PRCA, created to maximize sponsorship opportunities of the PRCA and professional rodeo. This unit also includes Xtreme Bulls, which produces stand-alone professional bull-riding events.
- **Pro Rodeo Hall of Fame & Museum of the American Cowboy** – a non-profit that provides public education on the history of rodeo and recognizes past and present professional rodeo champions.
- **Justin Cowboy Crisis Fund** – a non-profit that provides financial assistance to injured rodeo athletes.

PRCA is governed by a nine-member board of directors that includes representatives from the following membership categories (each of which has its own executive council): Contestants, Contract Personnel, Stock Contractors, and Rodeo Committee members.

PRCA's payout to contestants in 2016 topped \$45 million dollars and the 2017 rodeo season payout topped \$48.1 million. The fiscally sound organization, which has 85 full-time staff members (plus additional seasonal employees), has an annual operating budget of approximately \$25 million. PRCA is a 501(c)(6) not-for-profit organization. For more information on PRCA, visit www.prorodeo.com

Position Summary

PRCA is seeking a CFO to work closely with the CEO, senior executive staff and Board in taking the organization to its next level of success. The CFO will play a strategic role in the areas of strategic planning, finance, budgeting, accounting, risk management, human resources, analysis, and interaction with operations. This person will help develop, implement and evaluate the short- and long-term financial objectives to achieve established and aggressive goals for the organization's overall strategy. The CFO will have stellar management skills and will bring best practices and procedures to the organization. The CFO will lead the Finance and Accounting staff, as well as the Facilities and HR departments.

The CFO currently has 13 direct reports.

A passion for the PRCA mission is crucial to the role.

Key Executive Objectives and Responsibilities

- Oversee management and coordination of all fiscal responsibilities for the organization. Responsible for all financial reporting, cash flow and forecasting.
- Lead and drive the ongoing strategic planning process as an integral member of the senior management team.
- Develop operational annual budget, and present for approval. Develop and monitor organizational and contract budgets in alignment with the organization's strategic plan.
- Work with the executive team on strategic and financial alliances that are in the best interest of the organization, as well as coordinating with industry organizations to benchmark and achieve cost savings/efficiencies.
- Analyze organization's financial results with respect to operating results, trends, costs and compliance with budgets; providing regular status and ad hoc reporting to the senior management team and Board, along with suggestions for improvement.
- Evaluate and advise on the impact of long-range planning. Prudently invest excess funds.
- Provide CEO and Board with advice on the financial implications of business activities.
- Attend meetings of the Board of Directors and make financial reports as needed.

Key Executive Objectives and Responsibilities *continued*

- Manage and organize accounting processes for maximum efficiencies in accordance with GAAP. Oversee all financial statements and reports including the transaction processing system, ensuring the finance staff maintains financial record systems and monitors the use of all funds. Implement new systems as necessary.
- Oversee coordination of annual financial audit and any other required audits.
- Oversee Risk Management functions. Understand and mitigate key elements of risk for the organization. Implement and maintain reliable control systems. Responsible for insurance coverage for the organization and ensuring organizational compliance with legal and regulatory requirements while monitoring legal issues affecting the industry.
- Oversee HR functions. Ensure that policies, procedures, culture, and compensation programs reflect organization's goals.

Education and Experience Requirements

- Bachelors degree (accounting, finance, or business administration) required; advanced degree or certification (MBA, CPA, CMA) strongly desired.
- Minimum 10 years of management experience, with at least 5 years of non-profit experience in sports and entertainment desired. Prefer at least 5 years of experience as a Controller/VP of Finance or senior-role in managing accounting/finance or public accounting experience.
- At least 10 years of professional experience with a successful organization similar in nature to PRCA and with a budget of more than \$20 million. ***PRCA is open to a private-sector leader who has had finance and accounting responsibility for a like-size or larger business, as well as board experience for a large non-profit.***
- Knowledgeable in all aspects of finance and accounting, and proficient in all aspects of business economics.
- Prefer experience managing large teams with multiple locations and matrix infrastructure.
- Experience with private fundraising, grants, and foundations helpful.
- Prefer large-event experience with multiple venues, ticket sales, underwriters, and sponsors.
- Strong day-to-day leader who also has strategic vision and the ability to anticipate external issues; attuned to stakeholder needs.
- Decisiveness – ability to seek and take input from all appropriate sources and make supportable, sound decisions.
- Demonstrated ability and willingness to work with volunteer Board and other stakeholders with divergent needs and agendas without patronizing.

Essential Personality Traits and Skills

- Strategic thinker. Able to understand the big picture while paying attention to detail.
- Excellent management skills, with ability to mentor and teach. Experienced team builder and leader with strong interpersonal skills and ability to maintain rapport with all departments.
- Professional in manner and appearance. Excellent communication and presentation skills (written and verbal).
- Able to communicate effectively with a wide range of audiences.
- Strong work ethic, self-motivation, and personal commitment to timely and accurate delivery.
- Integrity above reproach, with a passion for serving in a collaborative environment. Respect for all.
- Public-servant mindset with commitment to life-long learning.
- Strong analytic skills and judgment to effectively interpret economic trends affecting the organization.
- Capable of setting and meeting priorities in a fast-paced environment; efficient at time management.
- Tech-savvy; experienced in Excel and other financial and accounting software.
- Hands-on, high energy leader with passion for the PRCA mission and alignment with the organization's traditional values.

Compensation

Competitive compensation package, plus excellent benefits.

Please Contact:

Jan Lehman

Lehman Associates

(512) 478-1131 | (512) 478-1985 Fax

will@lehmanassociates.com

All inquiries will be treated confidentially.

Please DO NOT contact PRCA or its board members directly.