



December 8, 2009

Re: Search for a new President for the **Canadian Wood Council**

The Canadian Wood Council is currently in search for a new President. As you know, we have been operating and managing the association's affairs for the past year with an interim President – Ian de la Roche. While this arrangement has worked in the short term, the CWC members and board have recognized the need for a full time President to lead the organization through these challenging times, while positioning for the future. This was one of strong messages that came out of the recently completed Roadmap initiative and a key recommendation in CWC's Two Year Operational plan.

Over the past few months, the members and the directors approved a budget that included a search for a new President. To that end, we have created a Search Committee, as well as retained the services of Western Management Consultants to help with the search and the process. Attached you will find a job profile that has been developed for the President's position. We would greatly appreciate your assistance in distributing this profile within your organization as well as within your network of contacts to potential candidates. This will be a targeted search, where we believe our greatest opportunity to find the right candidate lies within our collective networks and amongst our trade partners and organizations. To accomplish a successful search, means, we will be relying on your help by spreading the word, as well as targeting specific websites associated with our industry in order to focus our search. We will not be using national print media, so your support with this initiative would be greatly appreciated.

All interested candidates should send their resumes directly to George Toner of Western Management Consultants, whose contact information is: George@wmc.on.ca, 1-416-362-6863 x 233.

Thank you in advance for your help with this search. We would like to receive responses by January 29, 2010.

Respectfully yours,

William Love
Chairman of the Board

Position Profile President - Canadian Wood Council

The Canadian Wood Council (CWC) is the national association representing the wood products industry. The CWC provides an essential service for the Canadian wood industry that is not duplicated by any other national body. Without the Council's technical services relating to codes, standards and regulations the industry would be vulnerable to a long-term, non-recoverable loss of market share.

The board of CWC is searching for a new President to oversee a budget of 8 million and a staff of 16. The President leads the Board in the development of strategy and is responsible for the implementation of strategy. Specific responsibilities include:

- Developing and implementing communication strategies that support the Council's value proposition.
- Initiating approaches that enhance the association's ability to maintain and expand market access.
- Ensuring members are receiving value for their investment.
- Preparing and managing effectively staff and the budget.
- Implementing human resources practices that encourage and motivate staff.

Candidates will ideally have experience or knowledge of the wood industry and/or have a record of accomplishment in the association field. Education qualifications will ideally be in business and/or engineering. Negotiation, influencing, stakeholder management, communication and presentation skills are important. Specific experience in government relations and communication would be helpful as would bilingualism. A consensus and thought leader who has a reputation for successfully executing plans by building bridges and relationships with governments, partners and industry across Canada. The position is located in Ottawa.

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