

Executive Director – Great Lakes Floral Association

(Hybrid)

About the Great Lakes Floral Association

For more than a century, the Great Lakes Floral Association (GLFA) has been the voice of the floral industry in the Great Lakes region. Founded in 1920 as the Michigan Floral Association, GLFA is a non-profit trade organization headquartered in Haslett, Michigan, dedicated to helping floral professionals grow and thrive through education and training, business services, industry support, and government advocacy.

Our vibrant community includes more than 300 members — florists, growers, wholesalers, suppliers, teachers, students and individuals — united by a passion for the industry. Each year, GLFA hosts its signature annual conference along with educational programs and events throughout the region, creating opportunities for members to learn, connect, and advance their careers.

The Executive Director will lead this respected organization into its next chapter, building on a proud history while shaping the future of the floral industry in the Great Lakes region.

Position Summary

The Executive Director provides strategic, administrative, and operational leadership for the association and its affiliated organizations. This role works closely with the boards of directors and committee chairs for the Great Lakes Floral Association (GLFA), Great Lakes Floral Foundation (GLFF), Wisconsin & Upper Midwest Florists Association (WUMFA), and Wisconsin Florists Foundation (WFF) to ensure effective long-term success and sustainability of the organization, governance, financial oversight, member service delivery, and organizational performance.

The ideal candidate balances vision with humility, recognizing that the Association belongs to its members. The Executive Director builds consensus and works collaboratively to move the organization forward while honoring its history and traditions.

Key Responsibilities

Governance and Board Relations

- Serve as the primary liaison to the Boards of Directors, committees, and affiliated foundations.
- Prepare agendas, reports, meeting materials, minutes, and supporting documentation for board and committee meetings.
- Support board leadership in governance, strategic planning, policy development, and implementation.
- Attend and participate in meetings of affiliated organizations, including the Michigan Horticulture Industries Workers Compensation Fund.

Financial and Operational Management

- Oversee the financial health of the organizations along with the Treasurers and Executive Finance Committees including budgeting, forecasting, quarterly financial reporting, fiscal controls, and preparation of annual operating budgets.

- Review, approve, and pay expenditures, invoices, contracts, and financial statements.
- Oversee association-owned property, rental property within GLFA building, and organizational assets.
- Identify opportunities to diversify revenue streams and improve operational efficiency.

Staff, Committee and Volunteer Leadership and Administration

- Provide leadership and direction to Executive Assistant, contractors, and volunteers.
- Oversee hiring personnel matters.
- Foster a collaborative, service-oriented culture focused on member success and organizational excellence.
- Review daily operational activities and ensure timely completion of administrative responsibilities.
- Support committee chairs and volunteer leaders in achieving organizational objectives.
- Monitor committee activities, budgets, and outcomes.
- Provide recommendations and updates to the Boards of Directors regarding committee initiatives and performance.
- Cultivate future volunteer leaders and encourage participation in committees, educational programs, events, and leadership opportunities.

Membership Development and Member Services

- Develop and implement strategies to recruit, retain, and engage members.
- Monitor membership trends and identify opportunities for sustainable growth, evaluate existing member benefits through member feedback and recommend new programs, services, marketing initiatives, educational offerings, and resources.
- Conduct member and shop visits throughout the region to better understand member challenges, opportunities, and evolving business needs.
- Serve as a visible and accessible resource for members and industry partners.

Communications, Marketing, and Publications

- Oversee all association communications, publications, websites, email marketing, and social media platforms.
- Serve as publisher and editor of Professional Florist magazine and related publications.
- Collaborate with the Publications Committee to develop editorial content, secure contributors, and expand advertising opportunities.
- Maintain and enhance the organizations' digital presence through websites, newsletters, and social media channels.

Events, Education, and Program Management

- Provide leadership and support for the Great Lakes Floral & Event Expo (GLFEE), WUMFA Annual Convention, regional meetings, workshops, and educational programs.
- Work with committee chairs and volunteers to plan, execute, and evaluate events.
- Negotiate and manage contracts with hotels, convention centers, exhibitors, sponsors, donors, and service providers.
- Develop sponsorship, exhibitor, donor, and partnership opportunities and relationships that support organizational growth.

Fundraising, Sponsorships, and Resource Development

- Identify and develop new opportunities and maintain current sponsorship, partnership, advertising, grant, and fundraising efforts that support the mission and programs of the organizations.

- Build and maintain strong relationships with industry partners, exhibitors, donors, sponsors, and supporters.
- Work collaboratively with the Boards and Foundations to develop sustainable revenue streams that support educational programs, scholarships, events, and member services.

Strategic Partnerships and Industry Relations

- Build and maintain relationships with floral industry leaders, suppliers, growers, wholesalers, educators, allied organizations, government officials, and community partners.
- Represent the associations professionally at industry meetings, conferences, public events, and member functions.
- Collaborate with national, regional, and state organizations to advance initiatives that benefit members.
- Support committee chairs and volunteer leaders in achieving organizational objectives.
- Monitor committee activities, budgets, and outcomes.
- Provide recommendations and updates to the Boards of Directors regarding committee initiatives and performance.
- Cultivate future volunteer leaders and encourage participation in committees, educational programs, events, and leadership opportunities.

Preferred Qualifications and Experience

The ideal candidate will be an energetic, relationship-focused leader with a passion for serving members and advancing the floral industry.

Leadership and Management

- Experience in a senior leadership, executive, association management, nonprofit management, or related business role.
- Proven ability of organizational growth, strategic initiatives, and operational excellence.
- Strong staff management, volunteer leadership, and team-building skills.
- Experience working effectively with Boards of Directors and committees.

Membership and Association Management

- Experience in membership recruitment, retention, and engagement.
- Understanding of member-driven organizations and association governance.
- Ability to build strong relationships with members, sponsors, exhibitors, donors, and industry stakeholders.

Financial and Business Acumen

- Experience developing and managing budgets and financial reporting processes.
- Strong understanding of nonprofit or association financial management.
- Demonstrated success in sponsorship development, fundraising, partnership cultivation, advertising sales, or revenue generation.

Communications and Marketing

- Exceptional written, verbal, and interpersonal communication skills.
- Experience with publications, digital marketing, social media, email communications, and website management.
- Comfortable serving as the public face and spokesperson of the organizations.

Industry Knowledge

- Knowledge of the floral industry, horticulture, agriculture, event management, retail, or a related field is preferred.
- Experience managing conventions, trade shows, educational programs, or industry events.

Education

- Bachelor's degree in business administration, Nonprofit Management, Marketing, Communications, Horticulture, Agriculture, or a related field.
- Equivalent combinations of education and professional experience will be considered.

Additional Requirements

- Willingness and ability to travel throughout the Great Lakes and Upper Midwest regions and to floral events and conferences.
- Availability for evening and weekend meetings, events, conventions, and industry functions.
- Strong work ethic, professionalism, integrity, and commitment to member service.
- Ability to represent the organizations with credibility, enthusiasm, and professionalism.
- Experience with Excel, QuickBooks and GlueUp (or experience with membership management software).
- This position requires a hybrid work schedule, balancing remote and in-office presence.

Transition Support

The current Executive Vice President/CEO, Board leadership, and Executive Assistant will provide support and guidance to ensure a successful transition into the position and continued success of the organizations.

Salary and Benefits

- Base salary range: \$85,000 – \$110,000 per year.
- Profit Achievement Bonuses.
- Benefits.