

TO: Board of Directors, ABC Association
RE: Chief Executive Assessment Report
DATE: May, 2011

Of the 3 questionnaires distributed to your board, 3 were completed. This summary report is designed to guide the board, staff and the chief executive through an effective dialogue. The goal of this dialogue is to provide insight into the board's perception of the chief executive's strengths, limitations, and overall performance and to foster the growth and development of the chief executive. This process is meant to be a learning experience and we believe it is only through discussion of this type that the chief executive and their board can chart a course of action and make progress in fulfilling the organization's mission.

Responses to the open-ended questions appear as they were entered.

Responsibility	Average Score
Section One: Annual Performance Goals	3.78
2.1: Strategic Thinking and Planning	4.14

Section One: Annual Performance Goals (Average Score: 3.78)

Annual performance goals help the chief executive set direction and priorities, and serve to clarify expectations between the board and the executive.

The chief executive's annual goals can focus on organizational priorities (e.g., increasing public awareness of the organization or doubling the membership), leadership tasks that the executive has been charged with (e.g., reorganizing a specific department in the organization or increasing the number of public appearances on behalf of the organization) or professional development goals (e.g., appropriately delegating responsibility to other staff or improving personal communication skills).

	Average Score	Does not meet	Partially meets	Meets	Exceeds	Consistently exceeds	NA/ Not sure
1. Produce a large and successful Annual Meeting & Convention that is worthwhile and productive for Exhibitors and Attendees.	4.00	0%	0%	33%	33%	33%	0%
2. Manage FY12 budget to increase revenues and decrease expenses at every opportunity (including expansion of collateral revenue-generating initiatives), so that by December 31, 2012, the draw from reserves is equal to or less than what was approved by the Board.	3.67	0%	0%	33%	67%	0%	0%
3. Research the current business model to ensure that it is sustainable and meets the changing needs within the industry.	3.67	0%	33%	0%	33%	33%	0%

Do you have specific comments about the chief executive's performance on these annual goals?
Please note that all comments will be included in the summary report as they were entered.

- These were challenging goals given the current economy. We have a great CEO and we need to make progress on achieving these goals.
- It's helpful to review goals. This is a great way to make sure Greg's performance goals align with what we set up in our new strategic plan.

2.1: Strategic Thinking and Planning (Average Score: 4.14)

Preparing for the future is one of the most critical leadership responsibilities of the chief executive. Working with the board, the chief executive must develop a shared vision for the future of the organization, build understanding around the mission, and develop appropriate goals and strategies to advance that mission.

Please indicate whether the chief executive met your expectations in the following areas:							
	Average Score	Does not meet	Partially meets	Meets	Exceeds	Consistently exceeds	NA/Not sure
2.1a In collaboration with the board, articulated a clear vision for the future of the association	3.33	0%	33%	0%	67%	0%	0%
2.1b Used the mission of the association as a guide in making decisions	4.00	0%	0%	0%	100%	0%	0%
2.1c Engaged the board and staff in a meaningful process to set priorities and develop a written strategic plan	4.33	0%	0%	0%	67%	33%	0%
2.1d Effectively led the organization in assessing and responding to changes in the association's environment.	4.67	0%	0%	0%	33%	67%	0%
2.1e Oversaw the development of appropriate goals and objectives to advance the mission	4.00	0%	0%	33%	33%	33%	0%
2.1f Effectively led the staff in implementing the strategic plan and annual goals	4.67	0%	0%	0%	33%	67%	0%
2.1g Engaged board members, collectively and individually, to think strategically and adapt to changing needs	4.00	0%	33%	0%	0%	67%	0%

Do you have any specific comments, examples, or suggestions for this particular competency?

- Our association is in a growth phase and we've been putting energy into making sure we stay competitive. Greg has done a great job or providing information about how the industry is changing. Hopefully in the next year we'll take steps to consolidate some of our programs.

Section Four: Accomplishments And Challenges

While the quantitative ratings in the previous sections provide an important snapshot of the board's assessment of the chief executive in key areas of responsibility and performance, this section of the survey provides an opportunity to include thoughts and insights about the chief executive that cannot be captured in numeric scores.

4.1 What were the most significant achievements of the chief executive in the past?

- He got us through time/
- Greg has been with us for 20 years and

4.5 What are the two most important leadership tasks for the chief executive?

- Because we in a growth phase and recently completed a merger we have to blend staff from different offices and consolidate operations. Greg does a great job but could depend on the board more.