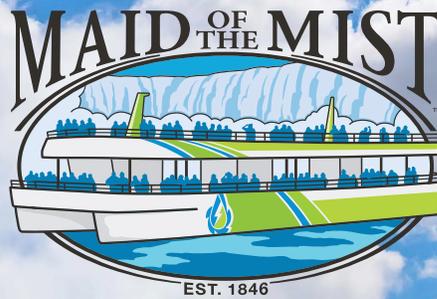

*Executive Vice President
Maid of the Mist Corporation
Niagara Falls, New York*



Maritime Executive Search International, Inc.
Navigating Clients Through the Challenges of Locating, Assessing and Hiring the Right Leadership

A Division of
Lordstone Corporation

The enclosed profile is the property of Maritime Executive Search International, Inc. It was authored to inform the reader of a unique career opportunity within our client's organization. Any other use of the enclosed information is not permissible, including competitive intelligence analysis or the exploration of mergers, acquisitions or joint ventures. Should you have any questions regarding this statement or our client, please contact our offices at 906-428-9330.



INTRODUCTION

*Executive Vice President
Maid of the Mist
Corporation
Niagara Falls, NY*

Thank you for your willingness to review the enclosed opportunity profile. The following pages describe an excellent opportunity for an experienced maritime professional to lead the collaborative efforts of Maid of the Mist Corporation as the organization seeks to further expand within the international maritime sector.

By documenting our findings in the enclosed profile, we hope to elicit positive responses from successful candidates or referrals to qualified individuals. We trust the following pages will achieve this goal and would welcome the opportunity to talk with someone you know who meets most or all of the requirements described in this profile. As to how they can expect to be treated:

- 1. They can be assured of complete confidentiality on our part.** Any information shared with us will only be shared with our client and will not be forwarded to other organizations without expressed permission.
- 2. They will be treated in the manner we would want to be treated if our positions were reversed.** This practically translates into doing what we say we are going to do in a timely manner, promptly returning phone calls, and providing frequent and honest feedback to both candidates and clients.

- 3. They can be assured that they are dealing with informed search consultants.** We understand our client's assignment, the job responsibilities, and the overall objectives of the position. Additionally, we have direct contact with the CEO of the business who is recruiting for this hire, thereby enabling quick feedback to candidates

As to our veracity in adhering to the above-mentioned points, we invite all interested parties to check us out by contacting anyone with whom we have previously done business. You'll find we are unique in that our mission is also our calling: to perform the highest quality executive search work that results in exceptional long-term value for our clients.

Jeffrey R. Ketchum
President & CEO
Maritime Executive Search International, Inc.
a division of Lordstone Corporation

the
OPPORTUNITY

*...unique opportunity for a
proven leader within
the maritime, tourism or
hospitality sector...*



[Maid of the Mist Corporation](#), located in Niagara Falls, NY has been providing America's most monumental boat rides since 1846. Providing a memorable, family friendly and affordable experience to more than a million customers per year, this family-owned business provides an up-close experience to one of the wonders of the world.

The Maid of the Mist Corporation has been owned and operated by the Glynn family since 1971. As the family begins to enter the next two decades of its concession contract with New York State, ownership desires to select

an Executive Vice President (EVP) to lead and manage the operations of its business.

This is a very unique opportunity for a proven leader within the maritime, tourism or hospitality sector to manage a successful business that is well known for providing an enjoyable experience to many.

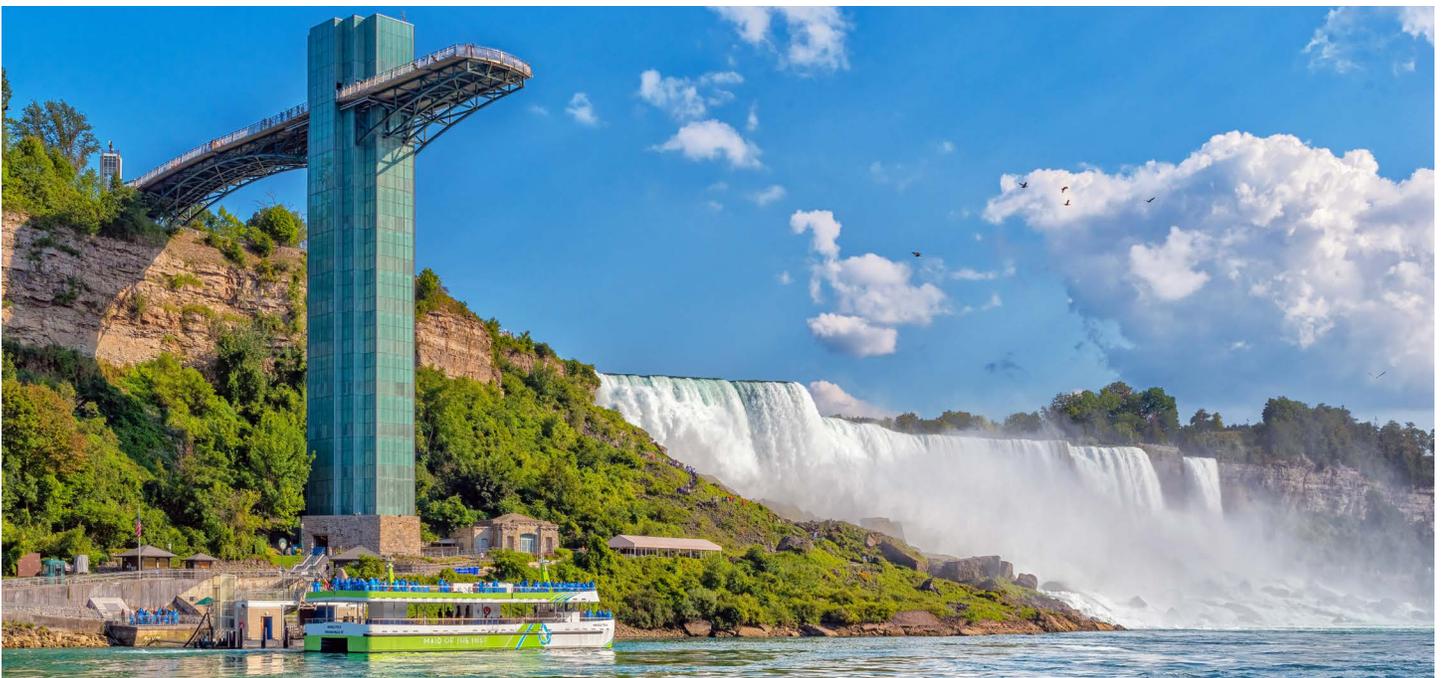
Whatever the career motivation may be to explore this unique opportunity, candidates will find that this is a relatively rare career opportunity within a unique "storied" business.



the
OPPORTUNITY (CONTINUED)

Many reasons may lead an experienced leader to explore this opportunity:

- *Maid of the Mist Corporation is a successful, stable business with a good foundation for further improvements and fine tuning. As such, the business does not require a turnaround, major fixes nor the stress that typically accompanies such situations. Instead, you will be able to appreciate and build upon an already strong foundation and positive future.*
- *This is a small, family run business that is run without a lot of the bureaucracy or red tape that exists within medium to large companies. Because of the relatively small team and the fact that you'll be working directly with ownership, you will collectively be able to make fine tuned improvements to the operations of the business in a timely manner and with a feeling of accomplishment.*
- *There is a high degree of variety and unique problem solving that comes with operating a seasonal business within the beauty of the Niagara Gorge and Great Lakes Region. As a result, the varied pace, and environmental conditions will prevent boredom and provide challenge in this role. Additionally, because this is an outdoors tourist attraction, you'll never feel restricted by working in a typical corporate environment filled with days of corporate meetings inside office buildings.*





the COMPANY



Maid of the Mist Corporation, located in Niagara Falls, NY has been providing America's most monumental boat rides since 1846. Providing a memorable, family friendly and affordable experience to more than a million customers per year, this family-owned business provides an up-close experience to one of the wonders of the world.

Maid of the Mist Corporation is a small but well-known family business that operates a seasonal tourist boat attraction within Niagara Falls State Park. Known as the company with a heart, the Glynn family has built the Maid of the Mist into a business with global recognition. Since 1971, the family has continually reinvested in the business and the surrounding communities as steward of the institution that is the Maid of the Mist. Today, the company employs

approximately 140 staff including 110 seasonal employees (captains, deck hands, ticket cashiers, etc.) and 16 full time, tenured office staff. Locations include a corporate office, marine office with crane and dry dock, passenger loading area, gift shop, warehouse, and hotel. In 2020, the company launched two new 600 passenger, zero-emission electric vessels that were built onsite at the Niagara Gorge. These were the first electric passenger vessels to be built in the U.S. and further represent the Glynn family's continued reinvestment into this world class attraction for future generations to experience.

Maid of the Mist Corporation is preparing for the future by launching a search for a new Executive Vice President (EVP) to lead the business.



the POSITION



...Maid of the Mist Corporation requires a *new generational leader* in the form of an *Executive Vice President (EVP)*

To meet the future objectives of ownership, Maid of the Mist Corporation requires a new generational leader in the form of an Executive Vice President (EVP) to steward its day-to-day operations. This includes oversight and direction of the marine operations, hotel, marketing, retail, legal, HR and administration functions, with a dotted line of responsibility for finance.

The new EVP will ensure all aspects of the enterprise operate in a safe, smooth and efficient manner. The EVP will lead their team to focus on improving operational efficiencies while maintaining or improving the customer experience. They will mentor and coach younger members of the management team to build the next generation of leaders within the organization while continuing to foster a culture that is courteous and eager to please customers.

The culture of the Maid of the Mist Corporation reflects *tradition, variety, change* and *problem-solving*. These inherited traits have developed from operating a seasonal tourist boat attraction within the environmental conditions of the Niagara Gorge. As a result, the EVP position will include a variety of responsibilities from participating in high level decision making, *in consideration of or in collaboration* with the State of New York, to monitoring the status of the elevators in the observation tower. Regardless, whether it is ensuring the dry dock is in working condition, fine tuning the maintenance plan of customer facilities, engaging the boat captains, or figuring out how to reposition and grow sales and marketing

due to the pandemics effect on tour group travel, the new EVP will remain *flexible* and *adaptable* to the needs of the business.



the POSITION (CONTINUED)



The EVP will have specific oversight for each of the following areas:

- **Marine Operations** - Ensuring the marine operations function has the support and resources required to operate all vessels in a safe, timely and efficient manner. Currently there are 2 new 600 passenger, [zero-emission electric vessels](#) that operate 12 hours per day, 7 days per week. Downtime is not a luxury and therefore proactive maintenance of the vessels is paramount as is a high level of communication with partner ABB ([Article Link](#), [Video Link](#)) and the United States Coast Guard. The new EVP will routinely interface with 6 captains, assist in recruiting future captains, ensure all vessels are in working order and service is being delivered at the highest levels possible to customers.
- **Human Resources** - Together with the HR Manager and financial function, establish wages for upcoming seasons through consultation, competitive wage analysis, and budgeting. Ensuring the human resources function has the support and resources required to attract, recruit, develop and retain service-oriented talent.
- **Buildings and Maintenance** - Receive and process regular updates, review inspections and checklists. Ensure the buildings and maintenance manager & staff have executed on the direction and plans provided. The new EVP will pay particular and regular attention to the elevators located in the observation tower, responsible for transporting up to 15,000 guests per day. Oversight will include the monitoring of conditions, maintenance agreements and poncho recycling.
- **Sales, Marketing and I.T.** - Together with the Vice President of Marketing review budgets, attend creative sessions with outside agencies and ensure ticketing and retail sales are running smoothly. When major software purchases, systems or equipment investments are required, actively monitor and participate when required.
- **Government Relations** - Together with the President & CEO, interface with the New York State Park System, developing and monitoring key relationships. Review contract terms, conditions and obligations.
- **Finance** - The finance function within Maid of the Mist Corporation has a dual purpose of serving the needs of its operating entities as well as shareholders. As such, the function will remain reporting to the President & CEO for the foreseeable future. However, the function will have a dotted line of responsibility to the EVP for all operational finances such as operating budgets, forecasts, capital expenditures, profit & loss, etc.

the
POSITION (CONTINUED)

Key Results

- **Within 100 days** the new EVP will have a good understanding of Maid of the Mist Corporation's business model and will have established preliminary working relationships with all direct reports, key staff members and key personnel within the New York State Parks Department. They will have learned about key policies, procedures and the process for decision making within Maid of the Mist Corporation.
- **Within 12 months**, the EVP has fully grasped the business, identified areas for efficiency and service improvement, and shared these with the President & CEO for consideration. The EVP will have developed

good working relationships with their managers and key staff members. All operations within the Maid of the Mist are running in a safe, timely and service oriented manner.

- **Within 24 months**, the EVP has developed the organization, resulting in improved interdepartmental communication and team alignment.
- **On an ongoing basis**, the EVP will be responsible for attaining improvements in the efficiency of all operations and customer service. They will successfully move the team towards the annual and long-term strategic goals of the corporation.





POSITION REQUIREMENTS

...candidates will have *prior experience managing a team with diverse functions* (captains, HR, facilities, etc.) within a leadership role employing best practices in corporate management.

Experience

There is flexibility regarding the prior experience needed in this role as cultural fit, emotional intelligence and personality are of primary importance. However, a background in marine operations, tourist attractions or the hospitality sectors would be of high interest. Regardless of the industry sector, candidates will have prior experience managing a team with diverse functions (captains, HR, facilities, etc.) within a leadership role employing best practices in corporate management. They will have excelled at building good teams and will be battle tested by problems they have successfully solved.

Skills

Qualified candidates will have leadership skills and whereby they have led an organization where diverse tasks were involved, strategies, and long-term vision. The EVP will be

collaborative and inclusive in their leadership style, requesting input, listening to the opinions of others, and considering those opinions. Ideally, candidates will have prior successful P&L management experience and will be financially astute.

Competencies

Customer centric, honesty, integrity, selfless, caring, kind, diplomatic, enterprising, empathetic, approachable, humble, respectful, patient, doer, loyal, strategic, detailed, collaborative and service oriented.

Education, Training and Language Proficiency

A bachelor's degree in a technical or business discipline is preferred along with an advanced degree such as an MBA. Ideal candidates will have a track record of continuing education based on best practices in their industries and may be proficient in a foreign language.



the
LOCATION

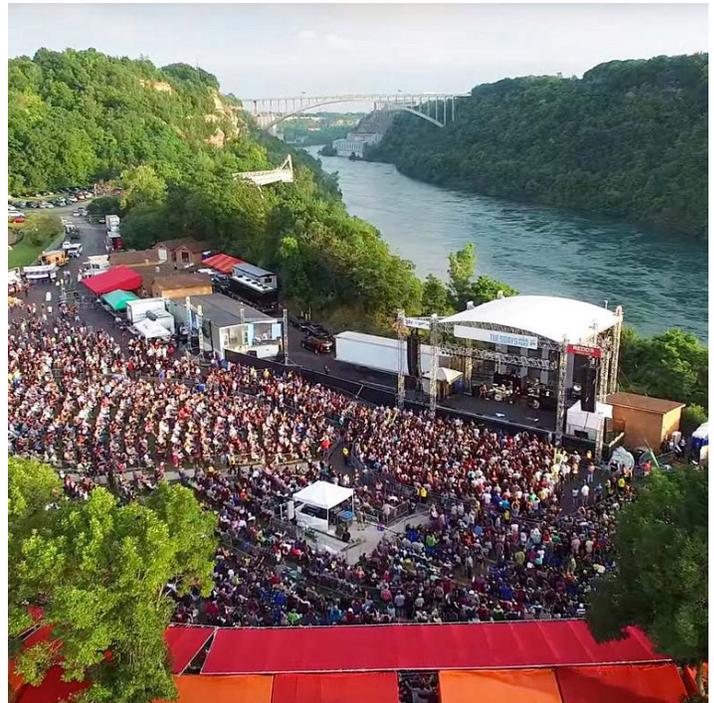


*One of the benefits of living
in the Niagara area is
affordability.*

The Niagara Falls area known for its scenic beauty, affordability and high quality of life. The region attracts 14 million visitors annually. From the majestic Niagara Falls to an array of wineries, farm-to-table restaurants, picturesque golf courses and outdoor activities, the Niagara area has something to offer everyone.

One of the benefits of living in the Niagara area is affordability. Some of the best area neighborhoods to live in each cater to different interests.

The town of Lewiston, in Niagara County, is a very nice place to live and among the safest in New York. Located nestled along the Niagara River on the Canadian border, Lewiston



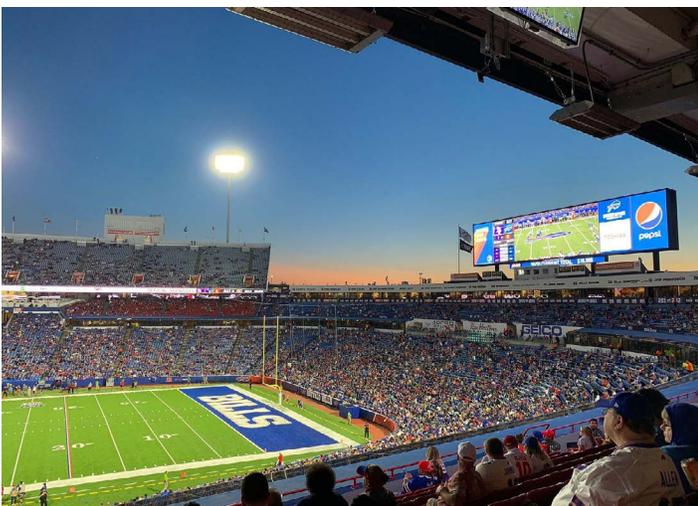
the LOCATION (CONTINUED)

has a population of 16,250 and is the closest to Maid of the Mist corporate headquarters. The town is home to Niagara University and Niagara Community College. Median house prices in Lewiston are \$254,561, meaning Lewiston homes are less expensive than the U.S. median. A short drive from Lewiston is Youngstown, offering some of the best sunsets and a perfect view of Toronto on a clear day. Median home prices are \$252,200 in Youngstown and it's public schools are highly rated.

The town of Clarence, 32,641 population and the village of Williamsville, 5,233 population, are approximately 25 minutes to the Maid of the Mist work location and 10 minutes to the airport. They are located in the northeastern part of Erie County, New York, northeast of Buffalo. Clarence abounds

with antique shops and many of them are within walking distance of many restaurants.

The city of Buffalo's downtown waterfront is popular for urban/waterfront living. Some lovely condos and townhouses are there, and the housing costs are lower than the national median. Groceries, utilities and health care costs are also below the national average. Buffalo is a 25-minute commute to the Maid of the Mist work location. The city of Buffalo, the second largest city in New York, has some large older architecturally significant homes. "The City of Good Neighbors," Buffalo is known for its friendly residents and welcoming sense of community. Buffalo has become a desirable location for young professionals and families.





CANDIDATING PROCEDURE

Maritime Executive Search International, Inc. serves as advisors and consultants to clients, conveying best practices into board and executive level structure, hiring, development and long-term effectiveness. We help build boards and executive level management teams that reflect integrity, excellence and diversity. We are creative in our approach to organizational design, diligent in our search for exceptional leadership and unbiased in our management appraisals. We are committed to the successful integration of newly appointed executives and continuously supportive in their growth and development.

Our mission is to perform the most professional, highly ethical consulting work possible, which results in long-term value for our clients. If you know someone who meets most or all of the requirements described in this brochure, please feel free to suggest that person for consideration.

We fully respect the need for confidentiality of information supplied by interested parties and assure them that we will not disclose any private data with anyone outside of our client.

For further information or consideration for this position, please contact:



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