



Lafayette Economic Development Auth.

ECONOMIC DEVELOPMENT EXECUTIVE SEARCH

PROPOSAL



March, 2021

www.thenextmovegroup.com

Next Move Group's Mission

Next Move Group exists to create economic growth for small to mid-sized companies, communities, and non-profit organizations.

Check out our website to learn about our mission: www.thenextmovegroup.com

Why is our mission to create economic growth for small to mid-sized companies, communities, and non-profit organizations?

When our Co-Founder Chad Chancellor was 9 years old, his small town was crushed economically, and his dad lost his job when Sunbeam moved a blanket factory from his hometown to China. Ever since, he has been passionate about helping small towns create economic growth, so others don't have to go through the pain he saw in his town.

Our other Co-Founder Alex Metzger was raised in a mid-sized community by an entrepreneurial family. His family owned meat processing facilities from the 1920s through the 1990s. Metzger saw them eventually exit this market as Wal-Mart and other big box retailers put them out of business. Ever since, he has been passionate about helping small to mid-sized companies create economic growth due to seeing the economic realities of how times are always changing.

What services do we offer to pursue our mission to create economic growth for small to mid-sized companies, communities, and non-profit organizations?

We do executive searches for small to mid-sized economic development organizations, chambers, communities, and non-profit organizations. We offer economic development marketing products to small to mid-sized communities. And, we do site selection consulting for small to mid-sized manufacturers, food processors, and distribution companies.



Next Move Group
We Are Jobs

Testimonials on Our Executive Search Process:

From an organization known worldwide:

- Tom Spiers, Chairman, World Trade Center of New Orleans

- Click here to watch Tom's 1 minute, 34 seconds testimonial for Next Move Group's process: <https://vimeo.com/333450008>

Highlights of his testimonial:

- *"I would have to say the executive search we conducted with Next Move Group was done at the highest professional level and was the most well-organized search I have been involved with in quite a while. I have been a healthcare administrator for many, many years both private as well as public and university healthcare and I can say that I have been part of many executive searches and the way the Next Move Group conducted our search was probably the most professional I have been part of, I wholeheartedly recommend the Next Move Group."*

Watch this Board Chair's testimonial here:



From a Town Which Tried Twice on Their Own to Search, Then Hired Us:

- T. C. Coley, Tallapoosa County Commission, Lake Martin Alabama EDA
 - Click here to watch T.C.'s 1 minute, 18 seconds testimonial for Next Move Group's process: <https://vimeo.com/441383012>
 - Highlights of his testimonial:
 - *"I do not have enough words to describe the service we received from Next Move Group. We didn't start out using a search firm and tried twice to search on our own and in both instances we had challenges getting a pool of highly qualified candidates. Next Move Group was able to get us a much better pool than our previous applicants. I highly recommend the Next Move Group if you have a search for an economic developer."*

Watch this Search Committee Chair's testimonial here:



Testimonials on Our Executive Search Process, continued...

"Galveston County has a strong, unique, and diverse economy, so it was vitally important to us to find a search firm that was more than just a search firm, we wanted one that truly understood all aspects of economic development. We found that in the Next Move Group. We appreciate how they listened to all our leaders, and researched our area thoroughly before they searched the market rather than coming to us with preconceived ideas of the type person to hire."



**Tyler Drummond
Chief Staff**

Testimonial from as far away as Maine

From: Peter Mills [mailto:pmills@mainelegal.net]
Sent: Saturday, July 8, 2017 10:02 AM
To: mpardue@kennebunkmaine.us; costerrieder@kennebunkmaine.us
Cc: Chad Chancellor <chad@thenextmovegroup.com>; Alex Metzger <alex@thenextmovegroup.com>
Subject: Economic development

Mike & Chris,

I understand that Kennebunk may be looking for a specialist in Economic Development. In our search for a new Executive Director for Kennebunk Economic Development Authority (I'm a board member), the 24 town consortium that owns and manages FirstPark in Oakland, we have been using Chad Chancellor and Alex Metzger whose firm is called Next Move Group out of New Orleans. They do both site selection and recruitment for economic developers and thus know both ends of the trade.

They have done fabulous work for us. I strongly recommend that you talk to them. Chad's phone is 504-648-7716.

Attached is a draft of the job profile that they helped us put together to advertise for the position. We now have a number of excellent candidates to interview from around the nation. We will be sure to send some of our second choices in your direction.

Peter Mills
207-858-6400 cell



**Peter Mills
Search Committee Chair
Former Gubernatorial Candidate**

"The Next Move Group did an awesome job for one of the communities in our territory! We appreciate everything that you did to make the process productive, professional and painless. We received over 30 applicants of which I would consider 10 of them to be A-List Candidates. I cannot thank Next Move Group enough!"



**-Scarlett Phaneuf, Power South Florida,
Economic Development Representative**



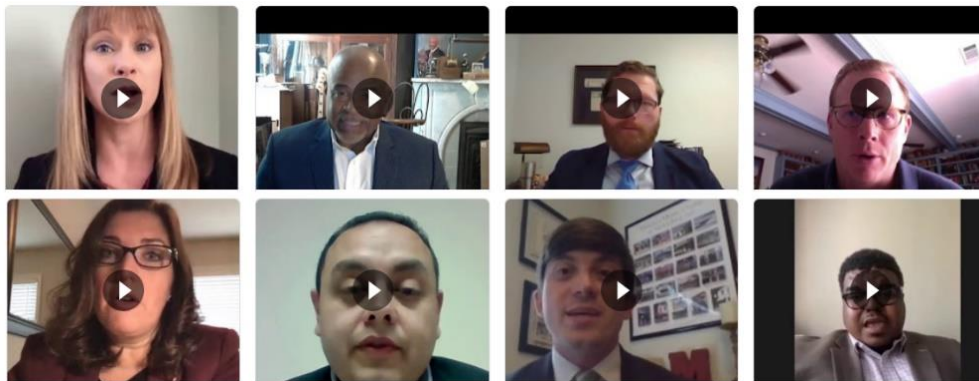
Top 6 Reasons to Partner with Next Move Group for this Search

1. OUR CLIENTS CONSTANTLY TELL US THEY LOVE HOW EASY AND CONVENIENT OUR VIDEO INTERVIEW PROCESS FOR THEM.

We record 2 to 3-minute video interviews with all the candidates who apply so you can watch in the comfort of your home or office to preview these people before you spend a penny bringing them to your community. These are designed to be easy and convenient for you. We ask candidates 3 questions, 1) Tell us about yourself; 2) Why do you want this job, 3) Describe your qualifications for this job.

You then get to watch these on your iPad, iPhone, or computer while in the comfort of your own home or office at a convenient time and place for you.

How the video interviews will be delivered to you:



Top 6 Reasons to Partner with Next Move Group for this Search, continued.....

2. **MOMENTUM HELPING SMALL TO MID-SIZED COMMUNITIES NATIONWIDE.** If you read our mission, you will understand why we focus on small to mid-sized communities, and right now no firm in America has more momentum doing executive searches for small to mid-sized communities than we do. We don't want to help the Atlanta's or New York's or Boston's of the world, it's not in our mission, we want to help small to mid-sized communities like Lafayette. We have helped communities your size from coast to coast, literally from Washington State to Maine to Florida and all parts in between.

Sampling of Executive Searches We Recently Completed or Secured:

- World Trade Center of New Orleans
- Galveston County, Texas, Economic Development
- Shreveport NEXT, Louisiana
- Irving, Texas, Economic Development Partnership
- LaFourche Parish, Louisiana, Economic Development
- Kilgore, Texas, Economic Development
- Ascension Parish, Louisiana, Economic Development
- Longview, Texas, Economic Development
- St. Bernard Parish, Louisiana, Economic Development
- Tuscaloosa County, Alabama, IDA
- Pinellas County, Florida, Economic Development (St. Pete area)
- Lake Martin, Alabama, Area Economic Development Authority
- Hancock County, Mississippi, Port & Harbor
- Dyersburg, Tennessee, Chamber of Commerce
- Putnam County, Florida, Chamber
- Jefferson City, Missouri, Chamber & Economic Development
- C3 Northwest Alabama
- St. Charles County, Missouri, Economic Development
- Riverport of Paducah, Kentucky
- Jefferson County, Illinois, IDA
- Cheyenne, Wyoming, LEADS
- Florida's Great Northwest
- Tri-Cities, Washington State, Development Council
- Fayetteville-Cumberland County, North Carolina
- West Fargo, North Dakota, Economic Development
- Jefferson County, West Virginia, Development Authority
- Kennebec, Maine, Regional Development Authority
- Plus, DOZENS more...



Top 6 Reasons to Partner with Next Move Group for this Search, continued.....

3. WE REDUCE YOUR RISKS MORE THAN OUR COMPETITORS. HOW?

We see communities make a huge mistake whether doing a search on their own or using one of our competitors. The mistake is not doing background checks on candidates BEFORE you interview them in person.

- We conduct credit and criminal background checks on everyone you will interview **BEFORE** you interview them. Our competitors typically conduct these checks only on the candidate you wish to name as your finalist.
 - How does this reduce your risk?
 - If we find a candidate has an issue in their background, let’s use a DUI for an example, we want to know this before you interview them.
 - A) you can decide to eliminate them if you find the issue to be a deal killer
 - or B) we can ask the candidate about it directly in the interview
 - Either way, you are aware of this issue before members of your search committee meet the candidate and “fall in love with them.”
 - If you wait and learn an issue after you chose a candidate as your finalist, you run the risk of being embarrassed if you find an issue as your community leaders will have already made up they want a certain candidate, then you have to explain to them why you eliminated this person.

NW, SSN, 7yr Counties, MVR, Emp Credit		
Search ID	Service	Status
2230484	Driving History (MVR)	ALERT
2230473	Employment Credit Report	COMPLETE
2230472	SSN Trace	COMPLETE
2230476	County Criminal Search	NO RECORD
2230475	County Criminal Search	NO RECORD
2230474	Nationwide Criminal Search	NO RECORD

Don’t take an unnecessary risk, run background checks on candidates before you interview them.



Next Move Group
We Are Jobs

Top 6 Reasons to Partner with Next Move Group for this Search, continued.....

4. WE ARE THE MOST AGGRESSIVE DIRECT NETWORKING FIRM IN THE ECONOMIC DEVELOPMENT & CHAMBER EXECUTIVE SEARCH SPACE. Because we built our business and reputation first helping small towns, we learned how to aggressively recruit for positions based on direct networking to good economic developers we know. Now, our reputation has grown to the extent that we do searches for worldwide known organizations such as the World Trade Center of New Orleans, but the recruiting principles we put in place are what we learned helping the smallest of the small towns.

Steps in our Aggressive Director Networking Recruiting Approach:

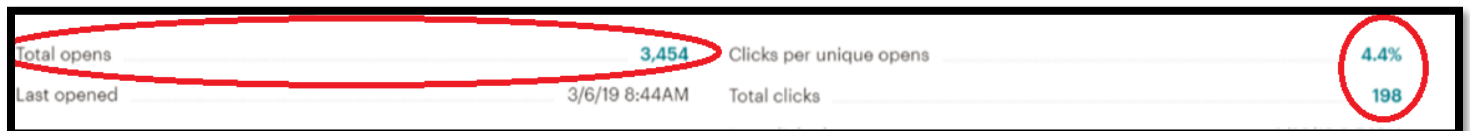
- 1) Build a more attractive job profile than our competitors
o Professionals now care just as much about the community they live in as the actual job, we leave no stone unturned in building a job profile which sells your community to prospective candidates all while describing the job.

Grid of 12 slides detailing the organization, members, what we do, position, ideal candidate, board, infrastructure, time spent on areas of responsibility, recent economic announcements, and award-winning news.

Steps in our Aggressive Director Networking Recruiting Approach, continued:

- 2) Email the job profile to 8,000 economic development professionals across America
o We have a database of 8,000 economic developers
- We email our attractive job profile to these 8,000 professionals 3 times and have analytics which shows us which ones are interacting with the job profile.
- We then have a call center staff member on our team who calls each person who interacts with the job profile email to gauge their interest and recruit them into the mix.

Recent performance of one of our job advertisements which was opened more than 3,000 times:



Top 6 Reasons to Partner with Next Move Group for this Search, continued.....**4. WE ARE THE MOST AGGRESSIVE DIRECT NETWORKING FIRM IN THE ECONOMIC DEVELOPMENT EXECUTIVE SEARCH SPACE, continued...**

- Our recruiter calls a minimum of 200 A-list economic developers who may or may not want your job describing the job to them. If they tell us they are not interested we ask them to refer us to someone in their network they are impressed with, this helps us find passive candidates who would not apply if we did not find them, seek them out, recruit them, and call them to ask them to apply.
- You may wonder why our recruiter would do such hard work as 200 personal calls? Well to be honest this grows our business. Not only do we find candidates for you, as we make these calls people will tell us about other searches we pursue.
 - Also, because we also do site selection there is virtually no economic developer/chamber professional in America who will not take our call. When we call them, we could either have a manufacturing project for them, or have a good paying job we are representing, why wouldn't they take our call?

***Why do we take such an aggressive approach to recruiting for your position?***

According to LinkedIn, 79% of all candidates worldwide for any search are “passive” candidates. “Passive” candidates might have interest in your position, but they are not currently seeking a new job. In order to find passive candidates, we have to approach them, communicate with them, and recruit them to apply.



Next Move Group
We Are Jobs

Top 6 Reasons to Partner with Next Move Group for these Searches, continued....

- 5. **HEADQUARTERED IN LOUISIANA.** We are the only executive search firm which specialized in economic development headquartered in Louisiana at 650 Poydras Street in New Orleans.

Sampling of Some of Our Louisiana Clients & Our CEO with Gov. John Bel Edwards at the Kentucky Derby:



Next Move Group hosts a Mardi Gras event for our clients in New Orleans every 2 years which typically has 200 attendees. Attendees above include Deanna Lafont with Entergy, Rachel Pierson with the Baton Rouge Chamber, and economic developers from Kentucky, Georgia, and Alabama along with our 2 CO-Founders.

Next Move Group Co-Founder Alex Metzger with the economic development CEOs of the State of Missouri and Milwaukee, Wisconsin, at the Endymion Mardi Gras Extravaganza Ball in New Orleans.

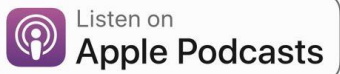
Top 6 Reasons to Partner with Next Move Group for these Searches, continued....

- 6. **LOUISIANA HEADQUARTERED, RESPECTED NATIONWIDE.** While we love Louisiana, our brand extends nationwide.

Our Podcast Channel

www.nextmovepodcast.com, Chad Chancellor hosts shows each Thursday

Some of our recent podcast guests:



Episode 51 with Bob Hess
Newmark Knight Frank
More info...
Episode 51 - [Download icon]
Transcript:
View Online Download

Episode 50 with Jeff Finkle
International Economic Development Council
More info...
Episode 50 - Jeff [Download icon]
Transcript:
View Online Download

Episode 49 with Gray Swoope
VisionFirst Advisors
More info...
Episode 49 - [Download icon]
Transcript:
View Online Download

Episode 48 with Chad Chancellor and Mark Manning
Next Move Group Murray-Calloway
More info...
Episode 48 - [Download icon]
Transcript:
View Online Download

Episode 47 with Ned Staebler
TechTown Detroit
More info...

Episode 46 with Barry Broome
Greater Sacramento Economic Council

Episode 45 with Shannon Landauer
Carroll Area Development Corporation of Iowa

Episode 44 with Kay Brockwell
Future Focus Development Solutions, LLC



Our Professional Speaking Engagements:

Our expertise in helping small to mid-sized communities create economic growth has gotten recognition to the point we now are routinely asked to speak at various economic development related events, here is an example of some of our recent speaking engagements and topics:

- Guest speaker, LIDEA (Louisiana Industrial Development Executives Association), Topic: Covid-19 Economic Recovery Ideas
- Guest speaker, Kansas City Power and Light, Topic: Economic Development All-Stars
- Guest speaker, Mid-America EDC, Chicago, Topic: What to Expect When You're Competing and Advancing your Economic Development Career
- Guest speaker, Kirksville, Missouri, Regional Development Corporation, Annual Meeting, Topic: Keynote Address
- Guest speaker, Tennessee Association of Human Resource Agencies, Topic: Economic Development
- Guest lecturer, Community Development Institute, University of Central Arkansas, Topic: Site Selection
- Guest speaker, Louisiana Industrial Development Executives Association: Trends in Site Selection
- Guest lecturer, University of Southern Mississippi's Economic Development Masters Class, Topic: Building a Career in Economic Development
- Guest speaker, One East Kentucky Annual Meeting, Topic: Keynote Address
- Guest speaker, Wyoming Economic Development Conference, Topic: How Small Towns Can Land Small to Mid-Sized Industries



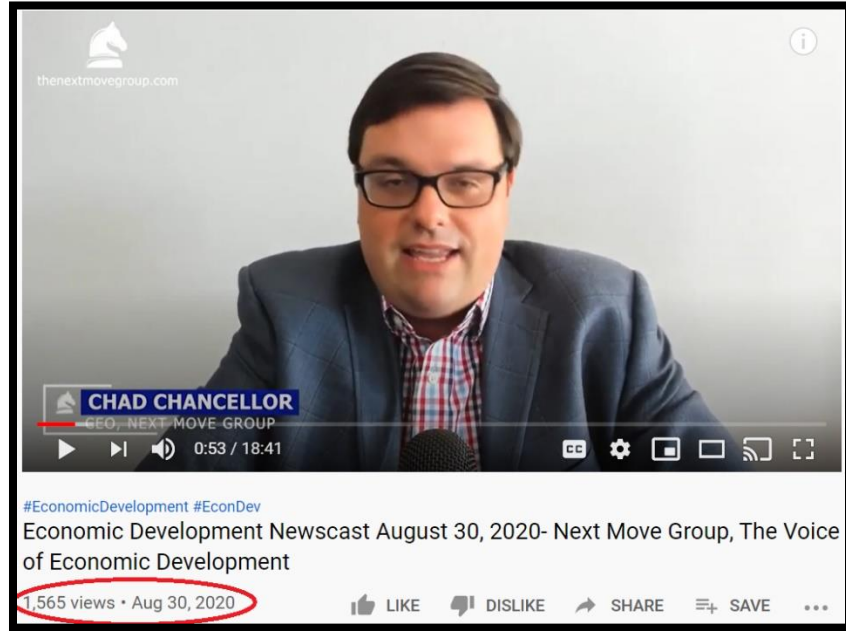
Testimonial on our speaking engagements:

"Next Move Group's session rated number 1 of 30 sessions rated from attendees at our annual conference."

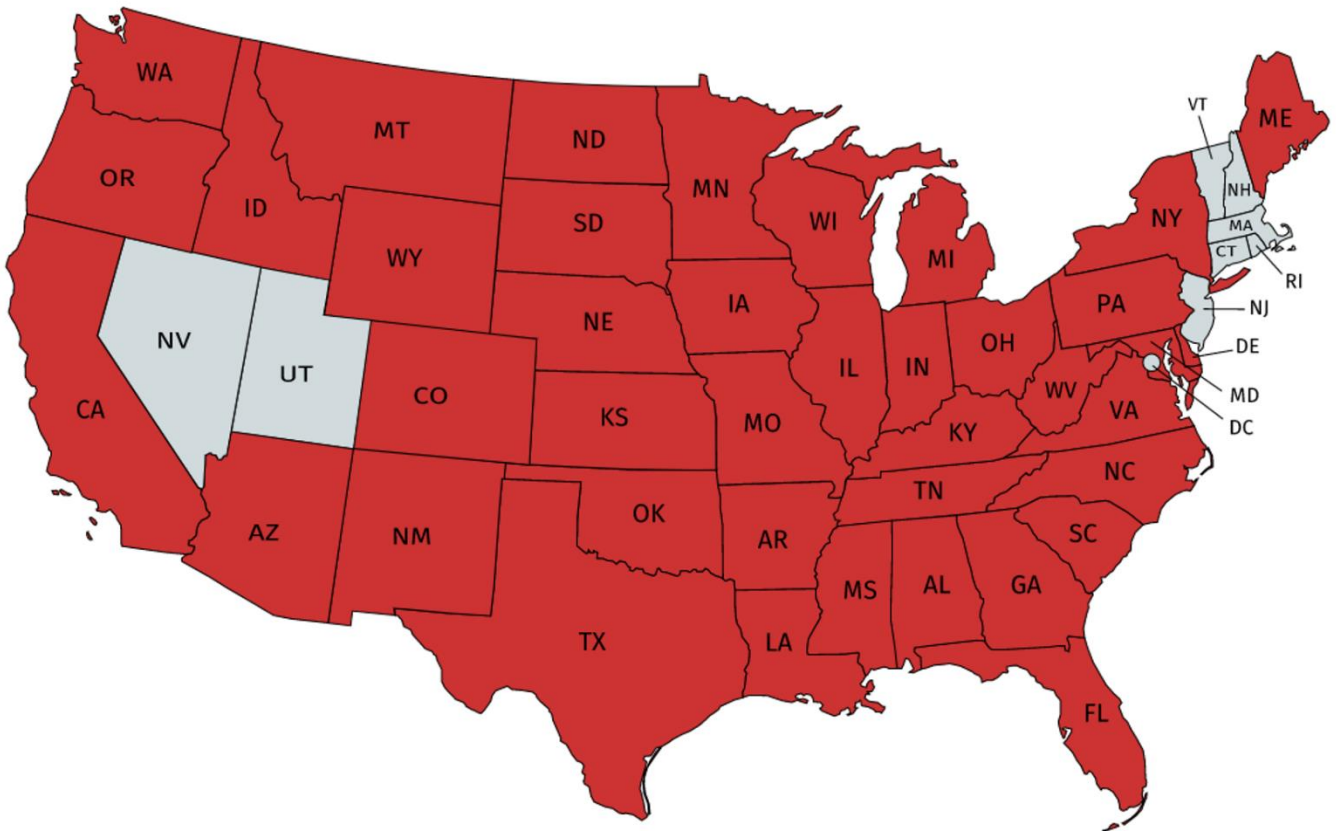
-Matt Tackett, Kentucky Association for Economic Development



Our YouTube Channel



We Have Serviced Clients From All The States In Red Since 2014:



Goldman Sachs Honor:




**Goldman
Sachs**

**IN 2017, WE WERE HONORED BY
GOLDMAN SACHS FOR OUR MISSION
OF CREATING ECONOMIC GROWTH
FOR SMALL TO MID-SIZED
CORPORATIONS AND COMMUNITIES.**



Other Key Steps in Our Process:

1. We coordinate all aspect of the in-person interviews and like to interview people in 3 settings: boardroom, meal, and one-on-one tour.



We recommend a 3-step interview process (these 3 steps test the candidates in various formats all which will be important to the performance of the job):

- 45-minute interview in a board room setting
- 1-hour tour of the community in a 1-on-1 setting
- Meal with 3-4 people in an informal setting

You will be shocked how often a community avoids making a hiring mistake after a candidate "Aces" the formal interview by learning more about the candidate in the informal settings of a meal and tour.

2. We negotiate the salary and benefits and hire the best fit.



Our Entire 26-Step Proprietary Process in its Entirety (Note, some committees ask us to skip the first 3 steps, so those are optional based on your community's desires):

1. Schedule community stakeholder interviews.
2. Meet with community stakeholders to understand what success looks like in year 1, year 3, year 20 and also what are the bad parts of this job.
3. Share with the search committee what we learned from the stakeholder interviews, identify the skills and experiences we believe will be needed to do the job, identify the salary/benefits we think will need to be offered to get a candidate with the skills to do the job, and discuss goals/performance metrics. Build candidate profile.
4. Draft the job profile to send to the search committee for edits.
5. Once the job profile is approved, post it on our website, post it on LinkedIn, and Twitter.
6. Have board members share the job profile from us on their LinkedIn's to multiply our connections to include not only our connections but all those of the board members.
7. Advertise the job on IEDC and the state economic development associations.
8. Email the job profile to all the economic developers and in our database.
9. Resend the email to those who did not open the email in Step 8 after 4 days pass.
10. Call 200 economic development super connectors and call all those professionals who open our email more than 5 times.
11. Repeat step 8 the week we close the application process.
12. Repeat step 9 the week we close the application process.
13. Repeat step 10 the week we close the application process.
14. Video interview all applicants in 2 to 3-minute, quick interviews.
15. Schedule meeting with the search committee to review applicants.
16. Print resumes and supporting documents to share with the search committee for each applicant so committee can review and watch the videos. Recommend our top 5-10 candidates from the pool.
17. Meet with search committee to discuss applicants and choose the candidates to interview in person.
18. Complete background checks and personality profiling on all candidates which we will interview in person.
19. Coordinate and schedule the in-person interview.
20. Print sample questions, resumes, personality profiles, and background checks to give to the search committee in advance of the in-person interviews.
21. Conduct in-person interviews. We like to interview 3 ways: in a formal board room setting, in a casual meal setting, and via a 1-on-1 tour. These 3 different settings test the candidates in multiple ways.
22. Begin negotiations with the preferred candidate.
23. Draft contract for preferred candidate.
24. Drug test preferred candidate.
25. Hire the candidate and draft press release.
26. If the candidate and our client cannot come to terms, immediately repeat steps 21-24 with our backup candidate.



Pricing

\$27,700

We bill in thirds, 1/3 (\$9,233) when we begin recruiting for the position, 1/3 (\$9,233) when we present candidates to you via video interviews, and 1/3 (\$9,234) when you hire from our pool of candidates.

Your only additional cost will be in paying for the travel of candidates to come to your community for in-person interviews. Given our Louisiana location, we will not charge you for travel.

Guarantee

- Replacement Search 100% Free of Charge- If your hire leaves for whatever reason within 24 months
- 50% Off Discount for Replacement Search- If your hire leaves for whatever reason in months 25-48
- 30% Off Discount for Replacement Search- If your hire leaves for whatever reason in months 49-60
- 20% Off Discount for Replacement Search- If your hire leaves for whatever reason in months 61-72

Proof of Insurance

Next Move Group carries the following insurance policies to protect us and our clients:

- \$1 million Errors & Omissions liability policy
- \$1 million cyber liability policy (covers against if somehow a candidate's personal information was stolen off our servers)
- \$500,000 workers comp policy
- \$2 million general liability policy

Current Searches We Are Conducting

We always like to be very transparent about current executive searches we are conducting as we try to space them out geographically as to not have multiple searches within neighboring communities at one time. Here are the current searches we are conducting which we have yet to complete:

- Kilgore, Texas, Economic Development CEO
- Pinellas County, Florida, Economic Development Department Manager (Tampa-St. Pete area)
- Jasper, Alabama, Economic Development CEO
- Victoria, Texas, VP of Economic Development
- Jefferson City, Missouri, Economic Development CEO



Our Team



CHAD CHANCELLOR
Co-Founder, CEO



ALEX METZGER
Co-Founder, President



BRANDON NETTLES
Vice President



JOHN SISSON
Managing Director of Site Selection



GABBY MOULIS
Director of Marketing



BRITTANY MCCOY
Director of Sales & Recruitment

Bios of Our Team Members for Your Project

Gabby Moulis (Chief Marketing Officer)- oversees the marketing aspects of promoting your job profile to the maximum number of professionals possible via advertising, podcasting, video marketing, emailing, calling. Also handles recording video interviews with applicants.

Bio:

Moulis a native of New Orleans. Since Moulis joined Next Move Group, the company's revenue has increased 88%.

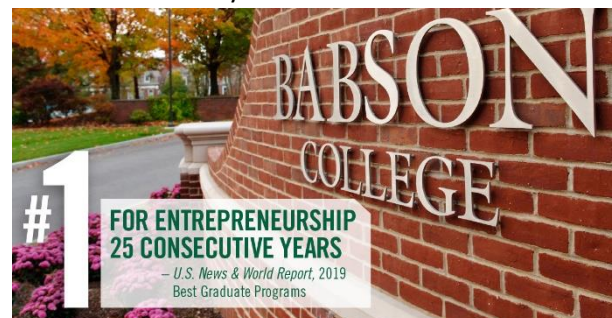
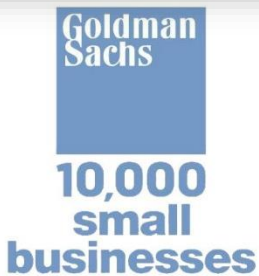
Prior to joining Next Move Group Gabby Moulis worked in TV media and digital advertising for the ABC television affiliate in New Orleans, WGNO.

Moulis has a Bachelor of Mass Communication in public relations with a minor in business administration from LSU in Baton Rouge.



Chad Chancellor (Co-Founder, CEO)- Chancellor, based in New Orleans, actually lived in Lafayette along Kaliste Saloom Road during 2001 while interning for the Louisiana Golf Association. Chancellor serves as CEO of Next Move Group focusing on our big picture goal of creating economic growth for companies & communities. Chancellor pitches the first and ninth innings of our search process with our other Co-Founder Alex Metzger handling innings 2 through 8. In 2017, Chancellor was honored to have been chosen by Goldman Sachs to complete their prestigious 10,000 Small Businesses Program, a 4-month long business accelerator

program providing access to capital, networking, and educational curriculum written by the nation's most prestigious entrepreneurship college, Babson College based in Wellesley, Massachusetts.



Bio of Key Individuals for Your Project, continued...



Alex Metzger (Co-Founder, President)- handles the day-to-day administrative duties of your project, pitches innings 2 through 8 while Chad Chancellor pitches the 1st and 9th innings.

Bio:

Alex Metzger, a graduate of the University of Kentucky comes from a family tree of successful entrepreneurs, with his family having owned multiple meat packing plants from the 1950s-1990s.

Metzger is responsible for the day-to-day management activities of the company. Within the last year Metzger has managed projects for Next Move Group clients from Washington State to West Virginia.



Brandon Nettles (Chief Operating Officer)- handles credit, criminal, and reference background checks.

Bio:

Nettles' father was the President of a Copiah-Lincoln Community College in Mississippi thus giving Nettles an appreciation for the importance of economic growth and workforce development. This upbringing attracted him to study economic development in College where he graduated with a 4.0 GPA in receiving a Masters degree in Economic Development with a 4.0 GPA undergraduate degree both from the University of Southern Mississippi. Since Nettles joined Next Move Group the company's revenue has increased 123%.



Brittany McCoy (Vice President)- calls over 200 economic developers super connectors recruiting for your job. Brittany was raised in Picayune, Mississippi, and has a Masters in Economic Development from Southern Miss.

Bio:

Brittany McCoy started her journey in the field of hospitality and tourism, following a love for people and for working with the public. Through her undergraduate years while attending the Business School at

Southern Miss, she learned the importance of having strong mentors as well as a firm understanding of business and industry, as this insight played a significant role in her professional development. Noticing a trend in the lack of developmental direction and opportunity in smaller communities, McCoy began looking for a more impactful way to reach those residents and to be able to teach them the importance of professional, consistent growth and an understanding of the business world. This led her to pursue her master's degree in economic development at The University of Southern Mississippi.

Bio of Key Individuals for Your Project, continued...



John Sisson (Director of Site Selection)- assists with populating our list of economic development professionals to call and assists with quality control in that we run the names of the candidates by him to get the opinion of a Site Selectors Guild member on each candidate. Sisson handles heavy industrial site selection for Next Move Group having worked for Fluor Engineering prior to joining Next Move Group and has dealt with many ports during his site selection career while negotiating for clients.

Bio:

John Sisson brings the principles used by the Fortune 100 companies for Site Location Projects & Incentives Negotiations to Next Move Group’s small to mid-sized manufacturing clients. Sisson has 30 plus years of site location and incentives negotiation experience. His notable past clients include: AMOCO, AT&T, Caterpillar, GM, Heinz, Kuwait Petroleum, Lowe’s, Navistar, Shell Oil, etc.

Sisson is a member of the prestigious Site Selectors Guild, a group of the top-40 site selectors in the world. He has an undergraduate degree in economics from the University of Illinois and a Master’s degree in Economics from Wichita State University.



Contact

Chad Chancellor
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www.thenextmovegroup.com
New Orleans, Louisiana, Office

New Orleans | St. Louis | Greenville, SC

Testimonials from Site Selection, Executive Search, and Economic Development Clients (7-minutes)



<https://vimeo.com/361208588>