

EXHIBIT 4

Winston Welch
Executive Director – Outdoor Circle

Overview of Outdoor Circle

The Outdoor Circle is a statewide environmental non-profit that works with branches throughout the Hawaiian Islands to protect Hawai'i's unique natural beauty for future generations through community improvement projects, public education, and advocacy.

Position Information

Joined in October of 2015 as Executive Director, where I regularly focus on advocacy in issues concerning view planes, green spaces, sustainability issues, and other issues related to TOC mission.

Executive Director at The Outdoor Circle Responsibilities

SUMMARY

- This position is responsible for leading and directing the efforts of TOC's to develop and mobilize the resources and membership of the organization in the fulfillment of its vision and mission.

ORGANIZATIONAL STATUS

- As the senior staff position within TOC, the ED is responsible for the strategic leadership in concert with the Board of Directors of the organization to ensure its future relevance, credibility, and viability.
- The ED is responsible for continually pursuing the aims and goals of the organization as defined by the Board of Directors, reports directly to the Board, and acts as a liaison between any staff, volunteers, and the Board.

ROLES AND RESPONSIBILITIES

- **Working Relationships**
 - Actively facilitates collaboration and partnerships by involving members, the broader community, government officials, private developers, and foundations, and by promoting participation, volunteerism, and philanthropy.
 - Works directly with government officials, community leaders, legislative leaders, and major donors to promote the vision and mission of TOC.
 - Works directly with the Board of Directors to develop policies and strategies in support of the mission of TOC.
- **Organizational Management**
 - Administrative:**
 - Oversees and maintains TOC 501c3 compliance.

- Reviews existing procedures and seeks new opportunities to improve organizational and financial operations, efficiency, and effectiveness.
- Guides, directs, and sets priorities and objectives for any staff or volunteers to ensure the effectiveness of major programs and initiatives.
- Manages the human resources of the organization including day to day operations, and hiring, directing, and evaluating and/or firing any employees, in accordance with federal and State laws and regulations.
- Hires outside contractors at the discretion of the Board.

Financial:

- Implements financial management policies established by the Board of Directors, but should follow generally accepted "Best Practices."
- Conducts monthly review of financials, and yearly review and generation of TOC budget, with TOC Bookkeeper, Accountant, Auditor and Board of Directors' Treasurer.
- With guidance from the Board of Directors, develops strategies to achieve long-term financial stability through conservative fiscal management.

Board of Directors and Committee Support:

- Supports the efforts of the Committees of TOC to accomplish the mission of the organization by working closely with the Board of Directors, communicating with Committee Chairs, and attending Committee functions as appropriate.
- Facilitates the work of the committees of the Board.
- Attends and participates in Board meetings and General Membership meeting as Ex-Officio Board Member.
- Apprises the Board of any staff activity at Board meetings.

● **Advocacy**

- Advises the Board of Directors about issues directly related to the vision and mission of TOC and supports the Board in its determination of positions to be taken by TOC as a statewide organization.
- Represents the position of TOC at legislative sessions and hearings of the State Legislature and of the city councils of the various counties in Hawaii as needed.
- Represents the position of The Board of Directors at meetings with community, corporate and private organizations, whose actions might impact the organization and its goals.
- Promotes TOC to local, regional, national and international communities as appropriate.
- Promotes TOC through written articles for the media, personal appearances at local and national conferences, and on radio and TV.

● **Fund-Raising**

- Works with board on long-term vision necessary to significantly increase the organization's visibility in its fund-raising initiatives.
- Works with board on developing new initiatives to ensure appropriate resources to support programs through fundraising and/or by building endowment funds, and through grant solicitation.

- Works with board to identify, involve, educate, and cultivate TOC's corporate and individual major prospects.
- Works with board to solicit major individual and corporate donors.
- Collaborates with the Board of Directors Development Director in formulating and implementing strategies, timelines, and goals to ensure successful fund-raising campaigns.

- **Decision Making**
 - Exercises judgment in researching, organizing, analyzing and presenting information to assist the Board of Directors in setting organizational policies and strategies consistent with the vision and mission of the organization.
 - Exercises judgment in communicating recommendations and proposals to the Board, indicating alternative solutions and their implications.
 - Ability to juggle sometimes competing agendas and conflicting ideas