



PORA Board Member Job Description

The Pennsylvania Outdoor Recreation Association (PORA) represents outdoor recreation providers across Pennsylvania, evolved from the 30-year Pennsylvania Ski Areas Association to serve the broader outdoor recreation sector. PORA advances the industry through legislative advocacy, comprehensive workforce development, and the PA Outdoor Adventure Pass Program connecting 4th and 5th grade students to outdoor recreation experiences statewide.

PORA Board members provide strategic oversight, governance, and industry leadership for association in support of the organization's mission to advocate for, develop, and promote Pennsylvania's \$19 billion outdoor recreation economy.

Responsibilities

Board members share these responsibilities while acting in the best interest of PORA and its members:

- **Attend and actively participate** in quarterly strategic board meetings and the annual member meeting
- **Serve on at least one committee**, providing leadership and strategic direction with support from the Executive Director
- **Act as an ambassador** for PORA, representing the association at industry events and promoting its mission and accomplishments
- **Leverage professional networks** to identify sponsorship opportunities, strategic partnerships, and resources that advance PORA's mission
- **Stay informed** on trends, legislative issues, workforce challenges, and emerging needs relevant to Pennsylvania's outdoor recreation industry
- **Provide strategic counsel** on organizational direction, risk management, and opportunities based on industry experience and expertise
- **Sign annual conflict of interest statement** and adhere to confidentiality policies
- **Support member engagement** by maintaining awareness of member needs and bringing industry intelligence to board discussions

Qualifications

- Affiliation with a Pennsylvania-based outdoor recreation provider business OR supplier/service provider serving the outdoor recreation industry



- Senior leadership or upper level management position demonstrating strategic decision-making experience and organizational growth
- Strong knowledge of Pennsylvania's outdoor recreation landscape
- Commitment to PORA's mission and the outdoor recreation economy

Personal Qualities

- Visionary and strategic thinker able to see future opportunities
- Strong interpersonal skills with ability to build relationships across diverse stakeholders
- Objective evaluator who can pressure-test ideas and assess risk
- Collaborative team player who values diverse perspectives
- Integrity and transparency in all professional dealings

Time Commitment

Board members are expected to attend each of the quarterly board meetings. Missing two consecutive meetings without board-approved cause may result in removal from the board.

- Quarterly board meetings (virtual, approximately 2 hours each)
- Annual budget retreat (overnight, in conjunction with one quarterly board meeting)
- Committee work (1-2 hours monthly)
- Industry events and PORA functions (dates provided well in advance)
- **Total commitment:** Approximately 5-7 hours per month during active periods

Term

Three-year term as specified in PORA bylaws, with eligibility for re-election.

Financial Commitment

This is a volunteer position with no compensation. Board members are invited to support the PA Outdoor Recreation PAC. Board members are expected to actively identify and facilitate sponsorship conversations and strategic partnership opportunities that support PORA's mission and sustainability.