



VERMONT MAPLE SUGAR MAKERS' ASSOCIATION

P.O. Box 83, Westford VT 05494
Phone: 802-777-2667
www.VermontMaple.org

March 2021

Job Title: Big E Booth Manager
Part-time, seasonal, contracted (not a VMSMA employee)

Pay Rate: \$105 daily per diem for each day worked during the Big E (generally 20 or 21 days), plus an agreed upon annual contract rate per year for work completed to prepare for and clean up after the Big E. Mileage will also be paid for travel to and from the Big E booth for the purposes of setting up, improving, or working the Big E booth. VMSMA will cover the cost of a hotel room (in the VMSMA block of hotel rooms for Big E volunteers) for the Booth Manager's length of stay in West Springfield.

Since this is a contracted position, the Big E Booth Manager is not an employee of VMSMA but is an independent contractor responsible for their own tax payments. The Big E Booth Manager must complete an IRS [Form W-9](#) annually and will receive a 1099-MISC form from VMSMA each year.

Reporting Structure: The Big E Booth Manager works under the direction of VMSMA's Executive Director and may, from time to time, be asked to attend VMSMA Board meetings to provide updates and reporting to the Board.

About VMSMA:

The Vermont Maple Sugar Makers' Association (VMSMA) is a non-profit agricultural membership organization organized in 1893. VMSMA's mission is to protect the tradition of maple sugaring while maintaining the highest standards of production and product quality; to identify and study problems and issues that relate to the industry and to set in motion actions to resolve these; to provide educational programming and materials to the general public and the agricultural community with regard to current information, research and advancements relating to maple and maple production; and coordinate industry wide marketing and promotional efforts to support the Vermont Maple Brand, as well as encouraging greater use of Vermont produced and packed maple products within the State as well as in outside markets.

About VMSMA's Booth at the Big E:

The VMSMA Booth at the Eastern States Exposition in West Springfield, Massachusetts requires the work of a daily Booth Manager along with an assistant and many volunteers from the VMSMA and local Springfield communities. The 2021 Big E will be held from Friday, September 17 through Sunday, October 3 (17 days of concessions) with a few days prior for booth setup and at least one day after the Big E closes for clean up. The VMSMA Booth is one of the Association's largest single sources of annual income, accounting for over 50% of net income in FY2019 (almost \$216,000).

Job summary:

VMSMA's Big E Booth Manager ensures that the booth is run professionally and successfully each year, with the appropriate product mix and pricing, appropriate level of staffing and training for volunteers in

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how to use the equipment and offer great customer service while sharing our love of Vermont Maple. The Booth Manager is responsible for working with the Executive Director, before the Big E season, to ensure that we have the product agreements in place to ensure adequate volumes (at appropriate prices) to supply booth demand for the coming year, including all packaging required for the product sold at the booth.

Work Environment:

This position works remotely during the off season and onsite in the Big E Booth to set up, staff and clean up during the Big E. During the Big E, the work is mostly standing in a noisy indoor environment.

Essential Functions of the Job:

- Ensure agreements with VMSMA maple producers for appropriate inventory and transportation for Big E Booth product (e.g., maple syrup, maple candy, maple cream) and ensure that the booth is stocked with the additional products needed to offer these items (boxes, bags, packing materials, etc.).
- Ensure equipment in booth is in good working condition prior to each Big E and that the necessary permits and paperwork are in place with state and local officials to run the booth each year.
- Solicit booth volunteers and Create a schedule that staffs the booth appropriately for the entire duration of the Big E, but keeps an eye on ways to minimize associated expenses. Ensure that a block of hotel rooms is reserved in advance for all volunteers. Ensure that all volunteers are trained appropriately and offered feedback and oversight as needed while on shift.
- Work with local organizations to create partnerships for volunteers.
- Ensures that money and inventory in booth is appropriately safeguarded and cash is deposited at Westfield Bank branch (onsite at the Big E) at least once per day.
- Ensure that the booth is closed up at the end of the season, per Eastern States and Vermont Agency of Agriculture, Food & Markets (VAAFAM) expectations.
- Maintain a professional and courteous working relationship with Eastern States and VAAFAM staff and other vendors in the Vermont Building.
- Work with the Executive Director to create Board reports on annual Big E sales and any booth/equipment updates needed.

Knowledge, Skills and Abilities Required:

- Knowledge and ability to make maple sugar, maple candy, maple cream and maple cotton candy. Have the ability and demeanor to teach others how to make these products as well.
- Reliable mode of transportation and valid drivers' license.
- Ability to communicate professionally and respectfully with a broad array of individuals.
- Ability to share detailed information in a way that is approachable and understandable to different audiences.

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- Neat and clean appearance
- Clear command of the English language, both written and spoken
- Proven ability to effectively manage time and work on long-term projects with little oversight.
- Reliable cell phone with appropriate coverage.
- Must have a way to accept and send email.
- Must be able to stand for long periods of time.
- Must have good eyesight.
- Proven ability to recruit, train and oversee volunteer staff.
- Cash management experience

Required Experience:

- Prior experience with the Vermont maple industry; experience working in VMSMA's Big E Booth