



**PRESIDENT  
Position Guide**

*Building Independence Since 1858*

**ABOUT THE AMERICAN PRINTING HOUSE FOR THE BLIND**

The American Printing House for the Blind (APH) is the world's largest nonprofit organization creating educational, workplace and independent living products and services for people who are blind and visually impaired. Based in Louisville, Kentucky, APH has been building independence for blind people since 1858. Examples of APH's products include braille and large print textbooks and tests, talking educational software, accessible technology devices, tactile graphics tools, and science and mathematics teaching kits. APH also provides National Instructional Partnership training events for educators across the country to learn about the use of APH products and share best practices. Additionally, APH operates a museum to share the history of blind people and highlight the contributions APH has made to educate and empower the blind.

Much of APH's mandate is derived from the Federal Act to Promote the Education of the Blind of 1879. This Act designates APH as the official supplier of educational materials to all eligible blind students in the United States working at less than college level. As of January 2015, APH is serving 60,393 legally blind students in the United States (including outlying areas) who are registered to receive products and services through the Federal Act.



APH engages its network of 142 Ex Officio Trustees (EOTs) throughout the country and outlying areas to provide ideas for new products as well as refine and improve existing products. EOTs are heads of residential schools for the blind; chief state school officers; heads of private, nonprofit schools for the blind; heads of programs for students who are multiply disabled; heads of rehabilitation agencies, or their designee. They purchase APH products with (per quota) funding provided by the Act. As a testament of APH's educational impact and effective use of the American tax dollar in the last 20 years, Congress has more than quadrupled the annual funding available (\$7 million to \$30 million) to schools and agencies to purchase APH products. APH earns additional revenue by translating and producing braille materials for corporations and government entities such as the National Library Service.

APH operates a 280,000 square foot production facility that manufactures the highest-in-the-industry quality braille, large type, and talking books, as well as an extensive array of educational aids. Adhering to lean methodology, APH manufactures and distributes more than 1,000 different educational products every year.

## American Printing House for the Blind President

---

The Board believes that in the next five years, advances in Information Technology, Biotech and other fields will significantly improve the lives of blind and low vision individuals. APH does not have the resources to employ experts in all of these fields. Instead, APH can become a clearinghouse to review and support the best ideas. To this end, APH needs a process to partner with research universities, business incubators and other organizations to identify and support the most promising technologies through:

- Financial support. APH may offer grants or make direct investments in organizations developing new technologies.
- APH market image. APH may offer selected organizations the right to become an “Approved APH Partner.”
- Partnering. APH needs a governance process which oversees the development of new technologies, particularly if APH is part of a larger consortium providing financial and other support.

APH is governed by an 11-member Board of Trustees composed of business, professional and academic leaders from the greater Louisville area. The President manages the operations of APH, oversees a \$31 million budget and leads a full-time staff of 315. Product sales and philanthropy constitute APH’s revenue streams; its operations and programs are further supported by an endowment of \$92 million. APH’s Executive Committee includes the Vice Presidents of Public Affairs, Finance, Human Resources, Development, Educational Services and Product Development, and Production and Logistics.

After 27 years of transformative and dedicated service, APH’s current President is retiring. To continue broadening its impact on the lives of blind and visually impaired children and adults, APH seeks a visionary leader to serve as its next President. Learn more at [www.aph.org](http://www.aph.org) and on its [YouTube page](#).

### THE PRESIDENT

The President serves as the leader of American Printing House for the Blind and its Louisville manufacturing facility. As APH’s primary ambassador, the President represents the organization’s mission to continually improve education for children and adults who are blind or visually impaired. With passion,



professionalism and a sincere concern for APH’s growth and development, the President inspires educators, students, parents, government, corporate and nonprofit leaders, APH staff and philanthropists to solve educational problems and promote independence of people who are blind or visually impaired. At the same time, the President engages the Board of Trustees to help accomplish APH’s mission and goals.

APH has a long and storied history of providing vital products and services that promote education and independence for the blind and visually impaired. While staying true to braille, APH believes the future holds

## American Printing House for the Blind President

---

much promise in technology and seeks to remain at the forefront of a transition to a digital age. The Board of Trustees believes new partnerships and collaborations with technology companies, innovative educational nonprofit organizations and philanthropic foundations are imperative for a successful transition. Working with the Board of Trustees, the President will craft, communicate and implement a rubric for successful partnerships and collaborations.

The President of APH will promote and maintain a reputation for excellence in carrying out the following specific duties and responsibilities:

- Oversee implementation of the Act to Promote the Education of the Blind; working directly with Congress and the U.S. Department of Education.
- Oversee the public relations and public education programs, and represent APH to the general public, the blindness field, and key organizations and individuals. Articulate the impact of APH's educational products and services to constituents and philanthropists.
- Directly manage the APH Executive Committee and set the tone of the APH culture. .
- Lead a cohesive team that will manufacture quality products and provide services that promote education and independence for children and adults who are blind or visually impaired.
- Maintain plans and reports regarding fiscal assets, including buildings, grounds and equipment, and implementing a balanced budget based on a deep understanding of the organization and its priorities.
- Direct implementation of Board-approved policies, budgets and directives, providing support, information and guidance to the Board and its Committees.
- Participate in recruiting and orienting Board members. Throughout the year maintain communications with individual Board members to inspire confidence and energy to serve APH.
- Create and operate a process that will allow APH to support organizations building revolutionary IT or Biotech-based tools that will help blind and low vision individuals.



### PROFESSIONAL QUALIFICATIONS

The ideal candidate will possess most of the following professional qualifications:

- A minimum of 20 years of experience, including executive level leadership of an organization.

## American Printing House for the Blind President

---

- Direct working experience or volunteer leadership in organizations that address and serve blind and visually impaired populations is strongly preferred. Consideration will also be given to those in organizations serving individuals with other disabilities.
- Demonstrated record of success working closely with a Board of Trustees.
- Success growing an organization through longer term vision and strategy.
- Demonstrated experience building and leveraging strategic partnerships to advance the mission of an organization; an appreciation of outsourcing as need to accomplish strategic goals.
- Previous experience soliciting philanthropic support from individuals, corporations and foundations is helpful.
- Financial knowledge and experience, including budgeting and forecasting. An understanding and appreciation of lean manufacturing.
- Ability to travel on behalf of APH and serve as the primary representative of the organization to the public, Congress, the U.S. Department of Education and throughout the blindness field.

### PERSONAL QUALIFICATIONS

The President of APH will bring the following personal qualifications:

- Strong organizational leadership skills coupled with a deep sense of caring and concern for the population APH serves and the individuals it employs.
- Focused and engaged problem solver who enjoys the challenges of growing and expanding an organization.
- An appreciation for the uniqueness and singularity of APH.
- An advocate and champion for innovative education for persons who are blind or visually impaired and the independence it provides.
- Excellent and compelling communication and presentation skills.
- A strong passion and commitment to the mission and values of APH.



**American Printing House for the Blind  
President**

---

**APPLICATION**

The American Printing House for the Blind has retained Campbell & Company to conduct the search for the President. This search is being conducted by Andrew Smerczak-Zorza, Consultant, and Colleen Rogers, Associate Consultant.

To be considered for this opportunity, please send a letter of interest and resume to:

**Colleen Rogers**

Associate Consultant, Executive Search

[colleen.rogers@campbellcompany.com](mailto:colleen.rogers@campbellcompany.com)

(312) 896-8906 direct

**Campbell & Company**

*APH encourages all qualified persons to apply regardless of race, color, ethnicity, national origin, religion, sex, sexual orientation, gender identity, age, place of birth, or disability, as defined by applicable law.*

*APH is an EEO/AA Employer.*