

## Candidate Profile

General Manager/COO  
Crow Valley Golf Club  
Davenport, Iowa  
[www.crowvalleygolfclub.com](http://www.crowvalleygolfclub.com)



### Organization Overview

---

Founded in 1969, Crow Valley Golf Club is the premiere golf club of the Quad Cities, nestled in a natural landscape that takes advantage of magnificent property treasures. Stately trees, a meandering natural creek and dramatic elevation changes provide a breath-taking view. The championship 18-hole golf course is known for its pristine, manicured fairways and greens.

Located in Davenport, Crow Valley provides a sanctuary to members allowing them to effortlessly escape the hustle and bustle of day-to-day life. Golf memberships are limited to enable play without tee times. The meticulous grounds crew keeps the greens firm and fast to provide a challenging but fair game. Golf Members take advantage of the PGA professional staff that provide private lessons and group clinics to every age group. Crow Valley is the only golf course in the region to offer the nationally recognized program, Operation36 Golf, giving even the youngest members opportunities to grow their techniques and love of the sport. When cold weather hits, the membership have access to two indoor Trackman Simulators for year-round play on over 160 golf courses globally.

In addition, this full-service private golf club offers members a state-of-the-art swimming pool, tennis and pickleball courts, as well as an elegant clubhouse, and an unmatched dining experience. The Olympic-sized pool offers members a “zero-depth” graduated entrance and a diving well. Swimming lessons are offered, and Crow Valley participates in a swim team league for children ages six to 14.

Close to other Club facilities lies the newest enhancement. The existing tennis courts were renovated in 2020 to enable decades of continued use. With the renovation project, three pickleball courts were added to expand the racquets program. Tennis lessons and leagues are available for all ages. Crow Valley provides access to tennis and pickleball professionals allowing members to recreate off the golf course.

The Clubhouse offers several attractive full-service dining areas: the formal and casual Dining Rooms, family grill, Crow’s Nest Lounge, veranda, and patio dining. The building can be transformed into a variety of configurations to accommodate daily member traffic as well as private functions. Members can schedule a variety of events including cocktail receptions, lunches, dinner parties, showers, wedding receptions, and business meetings.

Club members are proud to say that Crow Valley has the best food and service in the Quad Cities and that it surpasses fine restaurants in the area. The award-winning Chef presents a fine dining experience as well as casual dining and can also accommodate large parties.

Exclusive year-round activities keep members active and building memories with family and friends. There is endless entertainment for all ages. Adults can enjoy live music, craft nights, cooking classes and private wine tastings.

Davenport, Iowa is the largest of the Quad Cities and has been declared “The Most Livable Small City in America.” Davenport features excellent schools, abundant parks and recreation, and strong arts and culture. Davenport is a preferred place for growing families.

Current Club membership currently includes 450 members in all categories. Total staff numbers about 160 in season. Gross revenues are about \$5.7 million with \$1.5 million in Food and Beverage revenue.

The club is in the planning stages of an exciting strategic capital plan that will include the golf course and the clubhouse going forward.

## Position Overview

---

The General Manager serves in the capacity of the Chief Operating Officer of Crow Valley Golf Club and will implement the policies established by the Board of Directors and the by-laws of the Club. The GM/COO will need to be a visible and accessible leader to both the members and staff alike. The General Manager/COO will act as the leader, mentor, and liaison between all department heads and committees. He or she will be held accountable for all areas of the Club including preparing annual operating and capital budgets, and after Board approval, managing and controlling operations to attain the desired results. This role will enable the Board to avoid the short-term focus that is the staff’s responsibility allowing the Board to focus on proper governance and long-term vision. The General Manager/COO reports to the President and Board of Directors.

**Liaison to all of the Club’s standing committees and committee chairpersons.**

Finance Committee  
Membership Committee  
Golf and Greens Committee  
House Committee  
Governance Committee

**Direct Reports include:**

Head Golf Professional  
Golf Course Superintendent  
Clubhouse Managers  
Director of Membership  
Communications and Marketing Coordinator  
Controller  
Executive Chef

## Responsibilities

---

- The oversight of the work of all department heads and managers and in turn the work of their respective staffs. In coordination with department heads, the recruitment, hiring, training, supervision, and timely evaluation of all the Club’s staff. Compensation and benefits are to be administered consistently and must fall within the guidelines as mandated by the annual budget and Club policy. The General Manager will directly and through department heads emphasize a “member first” service culture that ensures member patronage and maximizes the use of the Club’s facilities. The General Manager is expected to set the pace for all employees and to actively promote a positive and safe work environment where teamwork and cooperation are emphasized.
- Responsibility for the financial guidance and reporting for all Club operations in accordance with acceptable accounting procedures. Such duties will involve the formulation of the Club’s Annual Operating and Capital Budgets to be coordinated with the finance committee, the Controller, and department heads. The General Manager will operate

the Club in accordance with the approved budgets, and with the Controller, report the Club's financial condition to the Board of Directors monthly.

- Maintain and up-to-date management information system. Disseminate information in a timely way throughout the organization so those in management can use the data accordingly.
- The active promotion of the Club to all members and their families. The General Manager is expected to interact with members daily, actively soliciting member opinions and input as to the Club's facilities and services. Visibility and accessibility are paramount. The General Manager will respond to member complaints in a timely fashion and report significant issues to the President.
- Participates in all short- and long-range strategic planning activities of the Club. Provides on-going continuity from year to year and Board to Board.
- Responsible for the care and upkeep of the physical plant and facilities and ensures that an ongoing preventative maintenance program is in place.
- Assures that the Club operates in accordance with applicable local, state, and federal laws.
- Furthers his/her own development as a club management professional by participation in continuing education and development and for other management as approved.
- Provides for the training and further development of all department heads and other personnel.
- Keeps the Board and appropriate committee chairs informed on a timely basis of all significant operating matters and potential issues.
- The positive representation of the Club in the Quad Cities community, assisting as needed in the recruitment, orientation, and retention of new and existing members.
- Other duties as requested by the President and Board of Directors.

## Requirements

---

The General Manager/COO will be the consummate professional, well versed in all facets of club administration. He or she will have the following skills and attributes:

- A minimum of five years as a General Manager, Assistant General Manager, or Clubhouse Manager in a comparable private club or other hospitality setting. Candidates will ideally have a working knowledge of all facets of private club operations with a strong emphasis on Food and Beverage, financial management, and strategic planning. Candidates with prior experience in traditional, family-oriented clubs or high-end hospitality organizations are preferred.

### Attributes to include:

- An outgoing and friendly personality with a high potential to identify with and embrace the Club's culture.
- Leadership skills with the ability to motivate a veteran staff with a commitment to quality and excellence.
- Highly energetic; a self-starter with a "hands-on" approach to management.
- Excellent communication skills at all levels.
- A strong sense of service with proven staff development and training skills.
- Attention to detail with a sense of urgency.
- The ability to function in a committee-oriented environment and to respond to the ideas and energies of the Club's standing committees. The ability to deal with a variety of personalities.
- The ability to see the big picture but also to have a critical eye for detail.
- A career path marked with a logical progression of title and responsibility, stability of tenure, and accomplishment.
- The reputation as an effective and visible leader, exhibiting maturity, a positive image, and impeccable ethics and personal character.

- The ability to attract, train, mentor, and retain a talented and cohesive staff. Ability to effectively manage a diverse staff of accomplished and dedicated professionals who have served the Club for many years.
- A Hospitality, Business Management, or related degree is preferred.
- The CCM designation is strongly preferred.
- An appreciation for the game of golf and significant experience in providing an outstanding golf program.
- Impeccable and verifiable references. All candidates will be subject to a thorough background review and must have an excellent credit record.
- Specific successful experience with prior organizations in these areas:
  - Financial management.
  - Food and beverage service and management.
  - Capital projects.
  - Staff Development.
  - Club Programming.

### Competitive Compensation and Benefits

---

- A competitive base salary and annual performance bonus.
- Family health insurance in accordance with Club policy.
- Participation in the Club's 401K plan.
- A full CMAA package to include dues and education expenses; to be determined in each year's operating budget.
- Standard benefits.
- Relocation assistance.

Professionals who meet or exceed the established criteria are encouraged to send a resume and cover letter to GSI Executive Search:

Scott McNett, Senior Principal  
Scott@gsiexecutivesearch.com  
314-854-1321