

Candidate Profile

General Manager

Minocqua Country Club

Minocqua, Wisconsin

www.minocquacountryclub.com



Organization

Minocqua Country Club offers the finest golf and social experience in the Wisconsin Northwoods. The club offers an ideal blend of elegance with a relaxed, family-friendly atmosphere. The club is located in the “Lakeland area” consisting of Minocqua, Hazelhurst, Lake Tomahawk, Woodruff, Boulder Junction, Arbor Vitae and the surrounding area. This area is an ideal outdoor destination for all seasons. Activities include boating, fishing, biking and hiking. Wintertime offers active snowmobiling, ice fishing, snowshoeing and cross-country skiing. The Lakeland area features an active array of fairs, entertainment, athletic events, boutique shopping, local dining and brewing, lakeside resorts and parks.

Minocqua Country Club was originally founded in 1910 and is open from approximately May through October every year. The club’s amenities include a highly regarded championship golf course (a true hidden gem that was completely renovated by Ron Garl and reopened in 2001), along with tennis courts and a full-service clubhouse. While the clubhouse today still resembles the original design, it has undergone numerous renovations and updates adding to its Northwoods charm. Improvements include the bar area, an outdoor deck and a dining room overlooking Lake Minocqua.

The club has been host to the 2018 Wisconsin State Amateur and is scheduled to host the Wisconsin Senior Amateur later this year. The Wisconsin section of the PGA of America has also held their section Professional Championships at Minocqua.

Minocqua Country Club currently has 250 members in all categories. Gross revenues are \$2.1 million with food and beverage revenues of under \$1 million due to having a short five- month season.

Mission: Minocqua Country Club is a private club with a premier golf and social experience in a family friendly Northwoods setting.

Position Description

The General Manager is in charge of club operations and must be a very visible and accessible leader to both the members and staff alike. The General Manager will guide the club under the direction of the Board of Directors. The General Manager will act as the leader, mentor and liaison between department heads and committees. He or she will be responsible and held accountable for the club including golf, clubhouse, member services and business functions. This will enable the board to avoid the short-term focus that is the staff’s responsibility, allowing the board to focus on proper governance. The club seeks

an experienced, strong, well-rounded club leader with particular experience in membership marketing, food and beverage management and service, and club finance and budget management. This is an excellent opportunity for a club management professional willing to focus on an exceptional level of professional service, attention and recognition to the club's loyal membership while providing leadership and guidance to its staff in order to achieve those goals. Success factors will be focused on membership marketing and retention, member service and experience, and staff leadership.

Key Objectives

- Operationalize the vision, strategic plan and culture for the Club as it strives to be the premier private club with a Northwoods friendly experience. Preserving the amazing golf experience with ready access for members. Supporting and developing the social amenities and dining experience.
- Lead in attracting new membership and retaining current members, with current focus on new golf members. Enhancing the membership experience for both golf and social members, so every member is an implicit ambassador for the club. Members will extoll the excellent service and offerings. Improve new member orientation and the ambassador program, including board and staff involvement. Serve and represent the club as it's best ambassador to members, prospective members, staff, guests and the community. He/she will emphasize "a member -first" service culture.
- Lead and improve the operations of the club with staff in place with a passionate relationship for club promoting staff stability continuity. Continue to improve financial stability with capital improvements. Structure and build effective board, committee and staff relationships that improve organizational discipline with clear responsibilities and accountability.

Requirements

The General Manager will be the consummate professional and be well-versed in all facets of club administration. The ideal candidate will have a minimum of five years of experience as a General Manager, Assistant General Manager or Clubhouse Manager in a traditional, comparable upper-end private club setting with well-traveled and discerning members. Candidates will have a working knowledge of all facets of private club operations with a strong emphasis on food and beverage, membership marketing, financial management, strategic planning and staff mentoring.

Attributes to include:

- An outgoing and friendly personality with a high potential to identify with and embrace the club's culture.
- Strategic, disciplined and decisive leader with strong management and financial skills and a sense of urgency.
- The ability to work well with high-performing management team members throughout the club, build well-functioning teams and recruit effectively for qualified staff and potential members.
- Leadership skills with the ability to motivate a staff with a commitment to quality and excellence.
- Highly energetic...a self-starter, quick study 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.
- The ability to function in a committee-oriented environment; to respond to the ideas and energies of the club’s standing committees; and to work effectively with a variety of personalities.
- Firm leadership skills with experience working with governance and committees.
- The ability to see the “big picture” while maintaining a critical eye for detail.
- Personal qualities that include friendliness, intelligence, passion, creativity, maturity, stability, ability to think on one’s feet, and eagerness to engage, collaborate, adapt and take criticism and suggestions constructively.
- A career path marked with a logical progression of title and responsibility, stability of tenure and accomplishment.
- 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.
- A hospitality, business management or related degree is preferred.
- Impeccable and verifiable references. All candidates will be subject to a thorough background review and must have an excellent credit record.

Compensation and Benefits

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| ■ A base salary and potential annual bonus | ■ Relocation assistance |
| ■ Family health insurance in accordance with club policy | ■ A full CMAA package to include dues and education expenses (to be determined in each year’s operating budget) |
| ■ Standard benefits | |

Professionals who meet or exceed the established criteria are encouraged to contact:

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