

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION PROFILE: BLYTHEFIELD COUNTRY CLUB BELMONT, MI

GENERAL MANAGER/CHIEF OPERATING OFFICER AT BLYTHEFIELD COUNTRY CLUB

The General Manager/Chief Operating Officer (GM/COO) role at Blythefield Country Club (BCC or Blythefield) is an exciting opportunity to be part of the significant resurgence of a nearly 100-year-old club that recently completed a major course renovation and is currently going through a significant project to update and expand the clubhouse, fitness, aquatic and tennis operations. Well-known in the Western Michigan market, Blythefield has hosted the Meijer LPGA Classic and has at least two more years including this coming June's event on its schedule.

The Club is looking for an energized, naturally 'present' leader with outstanding communication skills, a strong background in standards and training, and someone who looks to work with an excellent team of professionals hungry for a great mentor minded leader! Having been through a major capital project and reopening planning effort is a plus as well!

[Click here to view a brief video about this opportunity.](#)

BLYTHEFIELD COUNTRY CLUB

In 1920, financier Joseph Brewer bought most of the land known as Plainfield Village to create a country estate. Mr. Brewer built a country villa on the bluffs east of Northland Drive overlooking the river and built Blythefield Country Club across the road from his villa. The word "Blythefield" is derived from Old English and means quiet fields.

The formal opening of Blythefield, on June 14, 1929, was highlighted by the attendance of many golf celebrities. In the dedication foursome were legend Walter Hagen, the first Masters Tournament winner Horton Smith, celebrated local golfer Maurie Wells, and Blythefield's first golf professional, Nick Weber. One of the caddies that day, Marvin Stahl, went on to become a Blythefield Country Club Golf Professional, club member, a member of the Board of Directors, the Club's President and a celebrated "teacher to the stars," including crooner Bing Crosby.

Blythefield's time-tested golf course was a design of William B. Langford (1887-1977) and Theodore J. Moreau (1890-1942). Blythefield has hosted three Western Golf Association major tournaments – the 1953 Western Amateur, the 1961 Western Open, and the 2005 Western Junior. The course has also been the site of countless other United States Golf Association, Michigan PGA and Golf Association of Michigan events and national qualifiers. The three major WGA events were won by Dale Morey, Arnold Palmer, and Rickie Fowler, respectively.

Blythefield is also the home of the Meijer LPGA Classic and has crowned players Mirim Lee from South Korea (2014), USA's Lexi Thompson (2015) Kim Sei-Young from South Korea (2016), Brooke Henderson (2017), So Yeon Ryu (2018), Brooke Henderson (2019), Nelly Korda (2021) and Jennifer Kupcho (2022).

The Club is currently in the midst of a major \$16.0M capital project that is reimagining the aquatics/racquets complex and parking, expanding and totally renovating the Club's kitchen, expanding the ballroom and renovating all Club dining spaces, adding a significant 2nd floor fitness center, creating added outdoor dining spaces, providing new locker room, pro shop and cart storage, and further enhancing view corridors throughout.

The project is expected to be completed late Spring/early Summer 2023 and will complete a significant few years of capital improvements including a major course (mostly green complexes, tee boxes and sand traps) project in the past two years.

BLYTHEFIELD COUNTRY CLUB BY THE NUMBERS

- Initiation Fee \$15,000 for Full Golf
- Annual dues approximately \$9,240 for Full Golf
- Approximately 22,000 annual rounds of golf
- Over 400 Members, all categories
- Approximately \$5.0M gross revenues volume
- Approximately \$3.0M annual dues volume
- Approximately \$1.6M in F & B revenues in 2022
- Approximately 60 full time employees with an additional 40+ seasonally
- 9 total Board members each serving three-year terms.
- The Club uses Jonas for POS and accounting software; ClubEssentials for its website
- At present, the Club has a \$150 monthly capital charge, depending on member category

BLYTHEFIELD COUNTRY CLUB WEB SITE: www.blythefieldcc.org

GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION OVERVIEW

The GM/COO will have full responsibility for all aspects of operations at Blythefield Country Club, effectively managing all resources and reporting to the Board of Directors through the President. He/She is expected to be the embodiment of an “exceptional member-centric experience,” especially important with most of operations in shutdown while the clubhouse project is in process and major planning, process (SOPs), staff recruitment and training all is in planning and execution stages.

The GM/COO will lead the management team, several of whom have many years of tenure at the Club, be representative of modern management ‘metric-oriented’ practices, and indirectly supervise all employees of the Club while intuitively promoting a positive, engaging, collaborative and highly competent service culture in all operations. “Building a strong and positive staff culture” is a top success factor. BCC has a large number of new, younger members with families and the further ability to balance traditions of a nearly 100-year-old club with relevance to today’s member needs and expectations, programs and activities will be a key focus of the successful new leader.

He/She is further expected to be an interactive thought partner with the Board and Committees, working closely with both groups to collectively make decisions and set strategic direction for the long-term well-being of the membership. Volunteers have gotten more involved in operations than desirable the past few years and both they and the leadership team are looking for a “trust building,” “visionary,” “inspirational” and highly front facing, approachable and dynamic leader to be the face of Blythefield.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- Work closely with the Board, Committees, and senior management staff to ensure a full and complete understanding of BCC, its history, culture, and traditions before then mapping out a strategic plan for enhancements. Especially critical will be to understand the project, its scope, and what staffing and execution strategies will need to be recruited, created or implemented. Immersing in this project and creating a GANTT chart, including the entire Team in its establishment and delivery is critical.
- Get to know members and staff as quickly as possible, engaging them in a naturally sincere and enthusiastic manner. Creating a series of focus group sessions with members to get more quickly to know them, their views of the Club and what it does well and needs to enhance will be necessary in the first many months in the role but will take work because of the project and off-site offices at present.
- Focus on the Food and Beverage operation, recognizing that it is the ‘heart’ of the BCC experience, and its consistent delivery and execution of a positive, well-regarded product is a critical success factor. Work closely with the Executive Chef and FOH leadership team to ensure soft opening plans are in place along with necessary menu plans, staffing, tools and wares for success.

- Establish an immediate ‘trust’ with the Board to be able to become a true ‘thought partner’ with them, ultimately being able to push them for actionable decisions, provide them with industry validated recommendations and establish yourself as a true “leader” in the clubhouse.
- Understand the financial model, its history for implementation and need for adherence by all departments/managers, and clearly understanding how BCC makes and achieves financial projections.
- Focus on the key elements to long-term success at BCC --- membership engagement, membership recruitment/retention, and building a staff culture of positive, efficient, effective service. Additionally, a strong focus on details of operational presentation in all new member areas is critical.
- Conduct a full and complete evaluation of the organizational chart and return to the Board within 60 days a ‘State of the Club’ report with executable and soundly backed recommendations.
- Work with the Board to establish and memorialize the roles and responsibilities matrix, as well as the creation of a performance management system that identifies clear goals, objectives and accountabilities to success outcomes.
- Creation of a plan to ensure that Blythefield Country Club becomes viewed and delivers on a promise of a “Community Employer of Choice” culture, therefore being able to attract, retain and develop great team members to support the goals of a strong member service and experience culture.

To reiterate, fostering a culture of solidarity and teamwork throughout the team and the Club at large is very important to the staff and membership. Significant to this expectation is the ability to lead a team of friendly, engaging, competent, and passionate staff who are sincere about serving the Club’s members. Being a natural “mentor” and “educator” to each constituency is a key attribute to success for the new GM/COO, as is a clear “walking the talk” approach

CANDIDATE QUALIFICATIONS

A minimum of 7 - 10 years of verifiable, progressive leadership and management experience in an active, family-centric club or well-regarded, service focused, iconic hospitality environments where relationships are well-developed. NOTE: While having *strong preference* for those who have experience in the General Manager/Chief Operating Officer role, those current Assistant General Manager at well-recognized clubs or hospitality sector operations, with verifiable records of achievement will be considered for this role.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor’s Degree from a four-year university or college is desired, preferably in Hospitality Management or Business Management.
- From the club industry, Certified Club Manager (CCM) designation is desirable but not required.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The Club, along with the typical senior staff benefits, offers an excellent bonus and benefit package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Tim Koster, Search Chairman and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career and why Blythefield Country Club and the Belmont, MI area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Thursday, January 12, 2023. Candidate selections will occur early February with first Interviews expected mid-February and second interviews a short time later. The new candidate should assume his/her role as soon as reasonable notice is given to a current employer following selection.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Blythefield”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Patty Sprankle: patty@kkandw.com

Lead Search Executive:

Kurt D. Kuebler, CCM, CMAA Fellow
Partner, KOPPLIN KUEBLER & WALLACE
561-747-5213 – Jupiter, FL
kurt@kkandw.com