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HEAD GOLF PROFESSIONAL PROFILE: BROOK HOLLOW GOLF CLUB DALLAS, TX

THE HEAD GOLF PROFESSIONAL OPPORTUNITY AT BROOK HOLLOW GOLF CLUB

Brook Hollow Golf Club ("Brook Hollow"), one of Texas' most prestigious private clubs currently celebrating its centennial, is seeking to place a highly capable professional with strong leadership experience as the Head Golf Professional ("Head Professional"). A positive, innovative and energetic approach to Brook Hollow's programming and duties is essential. In addition to the future Head Professional's leadership and team building skills, a focus on family and social activities for all levels of players is paramount. The candidate must be able to demonstrate proven written and verbal communication skills. Visibility, member engagement, and authentic enjoyment of building member relationships is critical, as is the ability to relate to committees in a professional, respectful and diplomatic manner. If you possess superior member service skills, are a charismatic leader with an entrepreneurial spirit, and embrace rich traditions and values, this is your career opportunity.

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

BROOK HOLLOW GOLF CLUB

Established in 1920, Brook Hollow enjoys a strong reputation as one of Texas' most historic and exclusive private clubs. The origins of the golf course date back to when Dallas businessman Cameron Buxton asked his friend A. W. Tillinghast to find a location for a golf course in the Dallas area. Tillinghast chose a then rural setting beside a branch of the Trinity River west of Dallas. At the time, the course was built on open and rolling farmland that is now surrounded by commercial properties due to the outward development of the metropolitan area. Brook Hollow remains a stately and peaceful oasis; a refuge for its members among the thriving city of Dallas. It is one of the few clubs that does not take tee times due to the small size of its membership.

Brook Hollow's Tillinghast golf course, the first to have complete fairway irrigation when built, has hosted championships of significance over nine decades including USGA Sectional Qualifying, U.S. Mid-Amateur, Southern Amateur, Trans-Miss Championships, Texas State Amateurs, Texas State Women's Amateurs, Texas Cup Matches, TGA Jackie Burke Cup Matches, NTPGA Joe Black Cup Matches and Senior Women's Invitation Matches.

Brook Hollow's membership includes a former USGA Executive Committee Member, USGA Men's Amateur Champion, USGA Senior Women's Amateur Champion, Walker Cup Team Member, USGA State Team Champion, Anderson Cup Champion, NCAA Men's National Championship Team Member, PGA Tour Winner, Korn Ferry Tour Winner, Trans-Miss Amateur Champions, Texas Amateur Champion, Texas Women's Golf Association Champion, Texas Women's Senior Amateur Champion, College Golf All-Americans, Texas Golf Hall of Fame inductees, and members of the PGA Tour. Brook Hollow was inducted into the Texas Golf Hall of Fame in 2010 as an historical golf course in the state.

The Golf Shop was constructed in 2014 and consists of 3,000 square feet of office, merchandising, club storage, and workroom spaces.

Beginning in November, 2019 Brook Hollow commenced a total restoration of its golf course under noted golf course architect Keith Foster in order to return it to Tillinghast's original design intent. As part of the restoration of the course itself, a new computer-controlled irrigation system was installed and the practice range and short game area were totally redone. In addition to sub air systems under all 18 greens, an hydronics system was installed in order to enhance turf conditions, particularly in the hot summer months. Brook Hollow is believed to be one of fewer than ten courses in the country to have this system. The entire cost of the restoration was \$20 million.

The practice range opened in early September and the golf course and short game area are scheduled to open in November. The end result of the restoration is a golf course that is sure to be regarded as one of the very best in the Southwest.

World-class facilities include a sports complex for tennis, pickleball, wellness and swimming, and a famed ballroom in which are presented some of Dallas' most memorable and fashionable social events. During the past 20 years, Brook Hollow has renovated or replaced substantially all of its facilities.

Tennis is a thriving program at Brook Hollow, with a total of 17 courts including four indoor, two outdoor Har-Tru, four pickleball and the remainder recently-constructed post-tension concrete. There is a full-service pro shop at the Tennis Center. The tennis complex was completely renovated in 2014. There are active programs for men, women, couples, and juniors, with many teams competing with other local clubs. Eight professionals are available for instruction.

The recently-constructed Wellness Center and Aquatics Center have further enhanced the overall member experience by providing family-oriented spaces such as a game room and outdoor basketball court, along with childcare services.

The Wellness Center is a 3,600 square foot (excluding locker rooms and massage rooms), state-of-the-art facility with 12 cardio/resistance machines and other workout equipment, along with an exercise studio which offers cycling, yoga, Pilates and other classes. Seven certified instructors are available by appointment for members, and massage therapy is offered as well. The resort-style aquatics complex features a heated six-lane lap pool, two leisure pools, a slide pool, and tot wading pool, all of which are heavily-used from Memorial Day through Labor Day. Located on the first floor of the Wellness Center is the Brook Grill, a dining facility separate from the main clubhouse, which has indoor seating for 36 and outdoor seating for 60.

Brook Hollow offers formal and casual dining facilities featuring superlative cuisine. The food and beverage program is one of Brook Hollow's greatest strengths, in large part due to the outstanding, and well-deserved, reputation of Chef David Sokol and his staff. This culinary group has long been recognized for its food quality, presentation and consistency. Because of this, Brook Hollow is one of the most sought-after venues for weddings, debutante balls and other high-end social events in Dallas. D Magazine cited Brook Hollow as the "most prestigious club in Dallas," a testament not only to the food, but to the service and programs provided by the dedicated and hard-working staff.

Membership at Brook Hollow is through General Manager who is responsible for the day-to-day operations in a manner consistent with the policies developed by the Board of Governors. The General Manager reports to the Board. The Board is comprised of 15 members who serve staggered 3 year terms. Five members rotate off the Board each year and are replaced by 5 new members who are elected by the voting members at Brook Hollow's annual meeting in November. Brook Hollow's policies are developed by its various committees and are submitted to the Board for approval. There are currently 14 committees in which are represented all categories of membership. Brook Hollow is in an enviable financial position with a very strong balance sheet and a multi-year wait list. Membership is limited and selective.

BROOK HOLLOW GOLF CLUB BY THE NUMBERS:

- 1,149 Members
- \$20M Gross Revenue
- 225 Employees (FTE)
- 21,000 Annual rounds of golf
- \$2.8 Golf Revenue
- 54 is Average age of members

BROOK HOLLOW WEBSITE: www.brookhollowgc.org

HEAD GOLF PROFESSIONAL POSITION OVERVIEW

Brook Hollow is looking for a Head Professional who will replace a successful, long-tenured golf professional. The Head Professional position is comprehensive and must ensure successful achievement of the mission and objectives of Brook Hollow. The successful candidate will be responsible for overall operation of all golf activities, including the Golf Shop, programming and staff.

This is a highly visible position requiring strong presence, leadership and communication skills with both members and staff. The Head Professional is expected to be the leader of the golf program by passionately promoting the game. These traits must resonate through all staff members.

Brook Hollow employs a loyal, professional and accomplished golf staff and wishes to continue this tradition. The working environment at Brook Hollow is one of professionalism and respect, and Brook Hollow prides itself on the positive relationships it maintains with its staff.

Under the direction of the General Manager, and in coordination with the Green and Golf Activities Committees, the Head Professional administers the policies, procedures and programs of Brook Hollow relating to all golf activities.

The general roles and responsibilities of the Head Professional will be to deliver a range of services customarily provided by a highly regarded PGA professional. These services will include, but will not be limited to:

Leadership

- Be a passionate ambassador for golf; require the same of the staff
- Assure consistent, highly ethical, efficient and seamless daily operation of the golfing operation; provide members and guests with an environment that meets the values of Brook Hollow
- Oversee departmental programs and services to meet or exceed member satisfaction
- Supervise, lead and mentor all teaching professionals, pro shop staff and seasonal interns (staff size of approximately 19)

Programming

- Organize, schedule and manage tournaments, clinics, social events and other golf-related activities to maximize members' enjoyment of the golf facilities
- Create comprehensive events and activities to include social, competitive and instructional programming for all levels

Administration

- Oversee department POS operations to ensure accurate member billing and accurate sales/activity reports
- Attend all senior staff, Green and Golf Activities Committee and some sub-committee meetings. Responsible for drafting the Golf Activities Committee agendas in coordination with the General Manager and Golf Activities Committee Chair
- Operate a high-quality merchandise and retail operation in the Brook Hollow's Golf Shop, ensuring product expectations are met
- Manage all staff scheduling
- Conduct regular staff meetings within the golf operation to ensure effective communications
- Enforce all of Brook Hollow's Rules and Regulations governing use of the facilities, equipment, dress code and sportsmanship
- Prepare golf promotional items and event results for Brook Hollow's website, bulletins, e-blasts, etc.
- Oversee the annual golf budget process, monthly financial performance and weekly payroll management
- The following positions report to the Head Professional:
 - Five assistant professionals
 - Merchandiser
 - Golf Shop outside services staff

Instruction

- Develop and implement a teaching philosophy that embraces Brook Hollow's values and traditions; incorporate standardized teaching methodologies as appropriate
- Provide an appropriate amount of private and group lessons to both adults and children; oversee lessons taught by all professionals
- Provide instruction to members of varying skill levels to encourage skill development and relationship building

Junior Golf

- Develop and implement a high-level and respected junior program that meets the demand of all junior abilities. Program should be comprehensive, creative and innovative for all levels of junior play
- Coordinate instruction and competitive playing opportunities for all juniors

EXPERIENCE, QUALIFICATIONS AND SELECTION CRITERIA

The ideal candidate should be an engaging and polished professional with a minimum of five (5) years of experience as a Director of Golf or Head Golf Professional in a private club setting.

A resume indicating progressively more responsible positions and demonstrating experience in delivering both group and individual instructional programs to players of various age groups and skill levels will be highly desirable. Additionally, the candidate should have a proven history of high ethical standards.

Experience

- Motivator and leader who can bring out the best in others by setting clear goals and expectations, holding them accountable for outcomes, by providing consistent feedback, support and through respectful interaction and professionalism
- History of innovation and a champion of new ideas and initiatives; looking to consistently improve member experiences and operational efficiency
- Verifiable strength in working closely with boards, committees and other key contributors to developing and executing the club's vision
- Exemplary communication (written and spoken) and interpersonal skills; ability to work with committees
- Proven ability to attract, hire, develop and lead a high performing team of professionals while setting standards of performance appropriate to perpetuating the traditions and values of Brook Hollow
- Exhibit excellent organizational, technological and time management skills
- Experience in running and organizing successful women's, men's and junior programs/events
- Scratch playing competency or better

Qualifications and Personal Attributes

- Member focused; delighted to meet the expectations and requirements of members and their guests
- Possess high energy and genuine desire to interact actively with the membership on a professional and hospitable level
- Works well and is well respected by others
- Understands Brook Hollow's values and exemplifies the Brook Hollow's culture
- Keen problem-solving skills
- Strong operational management record
- Mentor to his or her staff
- Entrepreneurial spirit to create new programs while respecting current desires and traditions
- Strong time management skills given broad range of activities and demands
- Comfortable publicly speaking
- Personal character and charisma
- Industry talent leader (can assemble high-performance and talented team who work well together)

Selection Criteria

- Breadth and depth of experience as a golf professional
- Degree of experience in similar settings
- Ability to articulate a compelling vision for the future of Brook Hollow's programs
- Demonstration of technical competence

EDUCATION AND CERTIFICATION

The ideal candidate will be a Class A PGA Professional and should have earned a college degree. The successful candidate will possess a high-level of proficiency in both playing and teaching golf.

SALARY AND BENEFITS

Brook Hollow offers a generous compensation package including salary, commission, bonus, family college scholarship program and a benefits package that is commensurate with qualifications and experience and befitting a club of the stature and significance of Brook Hollow.

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.

Preparing a thoughtful letter of interest and alignment, clearly articulating your "fit" with the profile and the above noted expectations and requirements is necessary. Your letter should be addressed to Mr. Frank Hubach, Search Committee 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. In addition, why Brook Hollow and the Dallas-area will likely be a "fit" for you and your family and if selected. Additional information may be required from candidates to further assist in the evaluation of alignment and validation of competency for the role.

You must apply for this role as soon as possible but no later than November 10, 2020. Candidate selections will occur late November with first interviews expected in early December 2020 and second interviews a short time later. The new candidate should assume his/her role in January 2021.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter, Brook Hollow Golf Club"

(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 Holly Weiss: holly@kkandw.com

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