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GENERAL MANAGER POSITION PROFILE: BROOKLAWN COUNTRY CLUB FAIRFIELD, CT

GENERAL MANAGER AT BROOKLAWN COUNTRY CLUB

One of Connecticut's premier golf and country club facilities, Brooklawn Country Club, is seeking a positive, energetic, enthusiastic, competitive, highly capable professional who has strong leadership experience at a verifiably well-run and well-regarded club. The future General Manager must be able to demonstrate teambuilding skills, financial literacy, volunteer leadership management skills, proven skills relevant to success in the changing demographics of the club world, and have an intuitive strength in building consensus, setting clear goals and objectives, and executing effectively to these well-defined targets, and doing so with a strong and natural "mentorship" style. Visibility, member engagement, and authentic enjoyment of building member relationships is critical, as is having the style of someone who can positively guide the Board and Committees in a professional, respectful, and diplomatic manner.

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

BROOKLAWN COUNTRY CLUB

Brooklawn Country Club was formed in 1895 and from its earliest days was conceived as a private family club. Rich in history, Brooklawn offers a magnificent clubhouse, excellent dining and social programs as well as traditional country club sports such as golf, tennis, paddle, swimming and bowling.

Brooklawn was one of the first dozen or so clubs to join the United States Golf Association in 1896. In 1918, Gene Sarazen began his golf career at the club as an apprentice club-maker. His accomplishments included the invention of the Sand Wedge and he was the first golfer to win all four of golf's Grand Slam events - the Masters, the US Open, the British Open and the PGA Championship. Brooklawn has produced a number of championship golfers including Georgianna Bishop, who won the Women's National Amateur at the Merion Golf Club in 1904 and later the Connecticut State Women's Amateur four times between 1920 and 1927.

Brooklawn is proud to be hosting the 2020 U.S. Senior Women's Open and has been the site of numerous amateur and professional championships prior including the 1974 USGA Junior Championship, the 1979 U. S. Women's Open, the 1987 U. S. Senior Open and the 2003 USGA Girls Championship. The club has a strong tradition of giving back to the game through hosting of local and state championships including the Connecticut Open. Brooklawn is also an avid supporter of programs like The First Tee.

The Club's 18-hole A.W. Tillinghast championship course and golf facilities include a full driving range, chipping/pitching/bunker areas, 2 practice putting greens, an indoor golf simulator, a 'best in class' caddie program with strong ties to the Evans Scholar program, a pro shop, and full-service men's and women's locker rooms and lounges.

The traditional New England style clubhouse built in 1915 is the central place for dining. The Ballroom is a contemporary open space with a large balcony overlooking the golf course and is used for receptions and banquets up to 200 people. The Main Dining Room is an elegant space that accommodates up to 120 people for lunch and dinner which has adjacent outside seating available on a beautiful patio during the season. The Private Dining Room includes a fireplace and offers a more intimate setting that can seat up to 30 people for lunch, dinner and smaller events.

The Grill Room, featuring a fireplace and full-service mahogany bar, is available for casual dining. Seating is available for up to 100 people during lunch and dinner with adjacent outside seating on the porch in season. The Trophy Room is a great space for meetings or smaller events, it contains a large screen TV with a comfortable seating area and can accommodate up to 30 people for dining.

The tennis area has seven Har-Tru courts; including three with lights, an expansive tennis center and a stand-alone Paddle hut with a fireplace and pro shop. The 32,000 square-foot swimming complex includes a 25-meter pool with diving area, kiddie pool, and playground area. The swim clubhouse is home to a poolside grill, casual dining patio, a second-story eating area overlooking the pool, and men's and women's locker rooms. Brooklawn has a unique eight-lane bowling alley available for use by members year-round. Additionally and important for winter activities, the Club has three paddle tennis courts (soon to be four!) near its currently being renovated turfgrass maintenance center.

VALUE STATEMENT

Proud and welcoming, Brooklawn is a dynamic, recreational retreat with a historic, national championship golf course as its centerpiece. Members and their families enjoy a full array of sporting and social activities set in one of the Northeast's premier facilities. The club is most proud of how its long history of multigenerational and enthusiastic membership and familial culture foster a "home away from home" environment, perfect for developing lifelong friendships, experiences, and memories.

MISSION STATEMENT

Brooklawn Country Club provides its members with a superior venue for traditional country club sports and social activities. The Club is dedicated to preserving and improving upon the attributes that distinguish Brooklawn: its family orientation, collegial atmosphere, full-service capabilities, well-maintained facilities and sound management practices. One of the oldest country clubs in America, Brooklawn builds on its rich traditions through continuous renewal and by meeting the evolving needs of its members.

BROOKLAWN BY THE NUMBERS

- 20,144 Annual rounds of golf
- 58,000 Square foot clubhouse
- Initiation Fee \$49,000 for Full Golf
- Annual dues \$11,500 for Full Golf
- 383 Members, all categories
- \$6.1M Gross volume
- \$3.3M Annual dues volume
- \$1.9M F&B volume, 55% a la carte / 45% catering
- 46 Full Time Employees; 146 in season
- 8 Governors, 5 Officers on Board; thirteen in total serving three year terms
- 56 - Average age of members

BROOKLAWN COUNTRY CLUB WEB SITE: www.brooklawnc.com

GENERAL MANAGER POSITION

The General Manager (GM) has full responsibility for all aspects of operations at Brooklawn Country Club (BCC), effectively managing all resources and reporting to the Board of Directors through the President and is expected to be the embodiment of an "exceptional member-centric experience." The GM will lead the management team, many 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, and highly competent service culture in all operations.

He/she is expected to be an interactive “thought partner” with the Board and Committees, working closely with both groups as collectively they make decisions and set strategic direction for the long-term well-being of the membership. Like many clubs, BCC has a number of new, younger members with families and the balance of tradition with relevance to today’s member needs and expectations is a critical success factor. Supporting and effectively working with a large number of committees, who are an important part of BCC’s long history and success, is a necessary and important skill set.

Approximately four years ago, the Club transitioned for the first time to a general management concept-led operation. While that has gone well, continued focus of the new GM will be to ensure that the membership and volunteer leaders are more fully aware of clearly defined roles and responsibilities of each contributor to the Club’s overall success.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER

- Listen and observe, a lot, while “learning and assessing” the operation;
- Get to know members and staff as quickly as possible, engaging them in an intuitively sincere and enthusiastic manner;
- 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 making any significant changes;
- 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;
- Understand the financial model, its history for implementation and need for adherence by all departments/managers, and clearly understanding how BCC makes financial projections;
- Focus on the key elements to long-term success at BCC --- membership engagement, membership recruitment/retention, and building a staff culture of efficient, effective service.
- 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, and review and validation the strategic plan goals and objectives that were established but not yet executed.
- Establish an immediate ‘trust’ with the Board so as 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.
- Establish thoughtful and meaningful orientation programs for staff, members, committee and board members.

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.

CANDIDATE QUALIFICATIONS

The successful new GM at BCC will need to have especially strong skills in “mentoring” and “holding accountable” a senior staff and group of meaningfully engaged employees. The Club membership has a high regard for its staff, and the enhanced continuance of an energized, well-trained, committed team is critical for continued success. A sincerely engaged, personally invested, instinctual style is particularly important for one’s success. At the same time, it is desirable to engage a leader who has a clear and proven ability to recruit, orient, and retain a ‘team’ in all areas of the operation AND ensure that they work as a collaborative group interdepartmentally.

He/she must be a proactive leader in BCC’s membership recruitment and retention efforts, working closely with the membership director and appropriate committees. It is very critical that s/he understands the local market and economy. The candidate has to be comfortable and competent being an integral and proactive part of developing relationships that lead to membership interest, retention, and/or business opportunities, and is effective in orienting new members so that their initial experience with BCC results in constant use of the Club.

Additionally, the new GM must be a professional and highly respectful in his/her personal style, demeanor, and presence; and someone who recognizes and is comfortable interacting with all demographics of members, staff, and other constituents who contribute to the success of the Club; name recognition is a basic foundation of such success and this style must be a critical competency of the top executive. He/she must be able to clearly and intuitively “walk the talk”, exemplifying how to perpetuate a true top “Member Experience” commensurate with what should be one of the top family-oriented country clubs in the Northeast.

Also critically important is for the GM to have especially strong and verifiable financial skills and acumen, and to be able to communicate effectively, both verbally and in writing as the primary communicator of important Club information. Strong attention to detail and having necessary and appropriate follow up skills are very important intuitive personal characteristics.

- Significant progressive management experience in a well-regarded private club or similar hospitality environment, preferably with at least 5 years in the GM or AGM roles, the latter of which will need to be working with a verifiably competent mentor to that candidate’s success. Preferably, strong and verifiable experience in leading a dynamic, progressive, “family-centric” club environment with significant recreational and social activities and amenities. The Club will consider non-club hospitality professionals who demonstrate to clear understanding of effective leadership in a volunteer, non-profit leadership (member boards and committee) environment.
- A verifiable commitment to on-going professional development and clear understanding of both trends and benchmarks in the club industry, as well as a strong professional “network.”
- Possessive of solid and verifiable success in F & B operations, including the proven ability to inspire, train, and set standards; is creative and innovative, and generally regarded as having overseen a top tier F & B operation.
- Especially strong financial acumen, budgeting, and presentation skills, along with an intuitive “ROI” mindset, being able to effectively communicate the vision behind the numbers.
- A true appreciation of golf, its history, and how to deliver an exceptional “experience” to members and guests.
- A verifiable history of success in working in a volunteer, member owned organization, appreciating the need to gain consensus and “buy in” to well-conceived, majority interest objectives benefitting the long-term well-being of the organization. Having proven and demonstrable success in a strong committee culture is necessary.
- A history of “mentoring” others to both develop their skills and to benefit the organization.
- Strong and polished personal presence with an intuitive desire to meet, interact with, and build strong relations amongst all constituents.
- A fundamental nature of calmness and strength, as well as tactfulness and diplomacy.
- Especially strong overall communications skills in both verbal and written form, as well as in listening. Further to this attribute is the ability to communicate in multiple media forms, and to recognize when and how such communication is most effective and presented.
- A proven history of challenging ‘status quo’ without alienating various constituencies affected by change management efforts.
- PGA/USGA tournament experience is desirable, but not required.
- Capital improvement experience will be beneficial for the planned renovation of the maintenance facility and the clubhouse’s first floor.

The Club is strongly interested in the best candidates, regardless of where they currently live. The key attributes, as outlined above, include the proven ability to continue to elevate services, programming, and execution of a well-defined “mission.”

The role of GM at Brooklawn Country Club should be attractive to those qualified candidates seeking a stable, long-term commitment in a community with outstanding schools and quality of life.

For the right individual with passion, enthusiasm, and consistently enhanced skill sets, BCC can be a “pinnacle of one’s career” role! Fairfield, Connecticut is an exceptional ‘small’ town community easily accessible to NYC, and one with an outstanding family environment.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor’s Degree from a four-year university or college is highly desirable, preferably in Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Certified Club Manager (CCM) designation preferred but not required.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA 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.

Preparing a thoughtful cover letter, clearly articulating your alignment and “fit” with the above noted expectations is required. Your letter should be **addressed to Joanne White, Search Chairwoman and the Brooklawn Country Club Search Committee**, and clearly articulate why you want to be considered for this position at this stage of your career and why Brooklawn Country Club and the Fairfield, CT area will be beneficial to you, your family, your career, and the Club if selected.

Expressions of interest in this manner should be conveyed to our Firm no later than August 30, 2019. Candidate selections will occur in September and first interviews are expected to occur in mid-September, final selections will likely be made in late September with the successfully selected candidate starting in October.

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

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter”

(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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