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GENERAL MANAGER/CHIEF OPERATING OFFICER: COLLETON RIVER CLUB BLUFFTON, SC

THE GENERAL MANAGER/CHIEF OPERATING OFFICER OPPORTUNITY AT COLLETON RIVER CLUB

The General Manager/Chief Operating Officer (GM/COO) role at Colleton River Club (CRC) is an opportunity to join what is arguably the top residential club community in the Lowcountry of South Carolina! The new leader will be following a successful retiring GM/COO with the Community enjoying its most successful few years, and in the midst of a major capital improvement project that will further cement its position as the top club community in the market.

While member-owned, Colleton River Club is like a small city; the role as GM/COO oversees Club operations, Community functions and works closely with sales and development, as well as local governing entities. Wearing multiple hats---essentially being Mayor, City Manager and Club Manager all rolled into one is a critical success factor of the new GM/COO, who is expected to be a highly visible, strategic, accountable, dynamic, a proactive 'thought partner' and mentoring leader with great 'presence' and natural gravitas to interact with a wide array of backgrounds in members/residents and staff.

This is an incredible opportunity at the top club community in a highly desirable region of the country and will command the top leaders in the hospitality/club community industry.

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

ABOUT COLLETON RIVER CLUB

To attest to the unique and special nature of this Community, consider the special and significant accolades and recognitions Colleton River Club enjoys:

- **GOLF WORLD 2010 READER'S CHOICE:** One of America's Top 20 Private Courses
- **PLATINUM RECOGNITION:** Top 15 U.S. Residential Club Communities – 2009 – 2018
- **LINKS MAGAZINE:** One of America's 100 Premier Properties
- **GOLF DIGEST INDEX:** One of America's 100 Premier Properties
- **CLUB LEADERS FORUM:** A Platinum Club of America – 2006 – 2012, 2018
- **TRAVEL & LEISURE GOLF:** One of America's Top 100 Golf Communities
- **GOLF WEEK'S BEST COURSES 2013/2015:** Top 100 Residential Golf Courses
- **DISTINGUISHED CLUBS OF AMERICA:** Emerald Distinction 2014 – 2018
- **GOLF MAGAZINE:** Both of CRC's courses have been recognized as "One of the Top 100 Greatest Courses in the U.S."

Colleton River Club is member-owned and was turned over from the Developer in 2008. The Community and club amenities are one entity; anyone owning property in CRC is also a member of the Club and responsible for dues applicable to every home and homesite. Property ownership requires membership and there are a few non-property-owning membership classifications as well.

CRC enjoys seven miles of shoreline along the two rivers it borders and is adjacent to a 1,000-acre maritime forest. There are 684 buildable lots within the community and, at present, approximately 444 completed rooftops, with 56 more under construction and 21 in ARB review. Additionally, there are 9 Golf Cottages surrounding the Nicklaus Clubhouse with six of them managed for rentals through the Club.

In 2020, the Club acquired approximately 100 lots, previously owned by the Developer, and embarked on the marketing of these properties in collaboration with the real estate community, developing relationship with builders, etc. With the great success of the past few years in doing so, Members overwhelmingly approved a major reimagination of the Dye Clubhouse, a new racquets complex (6 tennis courts, 8 pickleball courts, and bocce) and the expansion of fitness/wellness, a poolside café and numerous other significant enhancements, all of which are well underway and expected to be completed summer/fall 2023. Additionally, Colleton River is the only residential club community in the U.S. with two ‘Top 100’ courses; once designed by Jack Nicklaus and the other by Pete Dye, hence the Nicklaus and Dye clubhouses (about three miles apart) from which each course emanates.

COLLETON RIVER CLUB BY THE NUMBERS

- Approximately 620 members at present in both Full Resident Members and various non-resident/national categories
- \$90,000 Capital Contribution fee is assessed at closing (non-refundable)
- \$23,565 annual operating assessments (dues)
- Annual per member \$5,550 replacement reserve assessment
- Approximately \$18.5 M gross volume of CRC operations
- Approximately \$2.6M F&B volume with 63% coming from ala carte dining
- Approximately 50,000 rounds of golf are played each year
- CRC uses JONAS software for operations
- Approximately 75% of members live in CRC or the area year round
- There are 9 board members serving three-year terms
- The average age of members is 60 years
- Committees at the Club include Architectural Review Board, Finance and Audit, Golf, Governance, Greens & Grounds, House, Marketing and Membership, Nominating Committee
- CRC is organized as a not-for-profit corporation under State of South Carolina statutes
- At present, direct reports include Executive Assistant, Clubhouse Manager, Director of Agronomy, Director of Sports Management, CFO, Director of Golf, Director of Maintenance, Director of Marketing/ARB Administrator, HR (outsourced) and Chief of Security. With the completion of the current capital projects, it is expected that the organizational chart will likely expand with 30+ additional staff in various roles.

COLLETON RIVER CLUB WEBSITE: www.colletonriverclub.com

GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The General Manager/ Chief Operating Officer of Colleton River Club reports directly to the Board of Directors through the Club President and manages all aspects of club and community operations. He/she recommends, coordinates and administers the Club’s policies as established by the Board of Directors. Additionally, he/she develops operating policies and procedures, and directs the day-to-day work of all departments including golf operations, course maintenance, cottage rental programs, HOA operations, member services, food and beverage, fitness, security, accounting/budgeting and human resources, racquets programs experience, as well as being actively involved in real estate and membership marketing efforts. *Specific emphasis on the continuous evolution to excellence and quality standards to enhance the experience for members and their guests is of primary importance, as is being the key leader of a positive, appreciative, and engaging culture for both members and staff.*

The GM/COO is expected to be a consummate and respectful professional in terms of diplomacy, transparency, honesty, integrity, accountability, leadership, and dedication. He/She must be able to inspire and motivate a mostly long tenured and capable team at CRC, earn the respect of the members and employees as well as the community at large; understanding how to gain and maintain the trust and confidence of these constituencies is a critical success factor at CRC and is best accomplished by having a naturally approachable, interactive, and involved style. Possessing a high “EQ,” being politically adept and not shying away from respectfully direct conversations is important, including in the boardroom and with committee involvement. Additionally important is being a strong team developer, mentor, and advocate to their success, defining a clear vision for success and holding everyone accountable for reasonable results.

Colleton River Club is a busy and multi-faceted operation that requires significant administrative and organizational skills and possessing strong financial acuity is important, as is the ability to analyze and convey important financial information and expectations to various Committees, the Board, and the leadership team. With the upcoming strategic capital improvements and planning for their successful opening upon completion, the ability to GANTT chart, plan, convey and execute each of these areas are critical success factor skills of the new GM/COO. Of further importance is having modern technology skills and the ability to vision how to leverage technology to elevate or improve efficiencies, member experiences or staff follow up and responsiveness.

Well-developed communication skills, both verbally and in writing, while clearly important at all clubs, is of utmost importance at CRC. The GM/COO must be comfortable and effective in being able to communicate with all levels of staff, with the varying demographics of the membership, with outside vendors and community leaders, and in both one on one and large group settings. Exceptional personal presentation and “presence” is critical in this role as is a sincere and natural front facing, approachable style. Collaborating with the Board, Committees and Senior Staff, the GM/COO must be focused on ensuring that the Club’s vision is relevant, topical, and well-constructed, and that all involved know their accountabilities. Of further importance is the continued development of data-based presentations and decision-making, therefore capturing actionable data and using it to ‘educate’ staff and constituencies is important.

INITIAL PRIORITIES OF THE GENERAL MANAGER/CHIEF OPERATING OFFICER

The following priorities have been identified for likely initial primary focus:

- Meet and sincerely interact with and engage as many members as possible. Build trust, schedule interactive times, and follow up on details. Being “present, visible, approachable and front facing” and involved in all operations and especially in member high usage areas/times is important. This will be critical to understand and develop key reopening plans, understanding how members use their club, where staff have ‘gray’ areas in their roles and how to further enhance both member and staff experiences.
- Evaluate the overall F & B program and fully understand the current plans on how each of the four F & B operations (Nicklaus, Dye, new Poolside Café, and Turn House) are expected to function and who/when they will serve. As will many clubs, F & B operations are of critical importance and under higher levels of expectation on consistency and experience. With the new amenities, planning for their opening or reimagination will be especially important.
- Truly get to know the team and advocate for their success. Spend time with the entire team getting to know them, their abilities, and aspirations and to further their already strong mutual respect and collaborative approach to supporting one another and the Club’s overall mission. As part of this on-boarding, evaluate the overall talent recruitment, retention, and development process to ensure CRC remains competitive in a very labor challenged market. The entire ‘team’ dynamic --- adding key roles with the new amenities, evaluating current responsibilities, and determining reasonableness and relevance, and then ensuring on-boarding, training, and aligning with the desired ‘culture’ of CRC will be top priorities.
- Develop the Board and Committee relationship, working to create a strong bond and communication exchange of diplomatic openness. The GM/COO must be “respectfully assertive” in making his/her opinion part of the discussion and help to ensure a big picture view is always considered in policy-making and directional changes. Being exceptionally well-versed in CRC bylaws, CCRs, policies, and rules is critical, as is taking a strong look at and providing recommendations on roles and responsibilities for both staff and volunteer stakeholders.

CANDIDATE QUALIFICATIONS

Ideally, a minimum of 10+ years of progressive leadership/top level general management experience in (preferably) a private member-owned country club community with significant, multi-dimensional operations, or leading resort/hospitality operations outside of the club industry in a similar dynamic, progressive and relevant operation. Leading in a strong GM/COO model and taking “ownership,” accountability and responsibility while doing so are verifiably necessary traits and experiences.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A BS or BA degree (or equivalent) from an accredited college or university, preferably in business or hospitality management.
- A CCM and CCE designation or similar accreditation outside of the club industry is desirable.

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

This is a top role; salary is open and commensurate with qualifications and experience.

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 **Gail Graham, Search Chair and the CRC Search Committee** and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Colleton River and the Bluffton, SC area will benefit if you are selected for the role.

You must apply for this role as soon as possible but no later than Monday, January 16, 2023. Candidate selections will occur in early February with first interviews later that month, and a final selection before the end of February. The new candidate should assume his/her role as soon as reasonable for notice and transition in Spring 2023.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Colleton”

(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

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