

# KOPPLIN KUEBLER & WALLACE

---

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

## DIRECTOR OF GOLF PROFILE: COLLIER'S RESERVE COUNTRY CLUB NAPLES, FL

### THE DIRECTOR OF GOLF OPPORTUNITY AT COLLIER'S RESERVE COUNTRY CLUB

Collier's Reserve Country Club, a unique and boutique private, residential club community of 224 single-family homes nestled peacefully along the Cocohatchee River, is seeking a Director of Golf (DOG) who demonstrates impeccable leadership skills, energetically promotes team member growth and engagement, and consistently delivers an exceptional Member experience. The DOG will oversee the performance of all golf operations and related services. The position will promote an unforgettable "golf experience" and provide excellent traditional and modern services and programs for all members, their families, and guests.

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

### COLLIER'S RESERVE COUNTRY CLUB

The history of the Collier Family and how this land that Collier's Reserve sits on is fascinating. From the Calusa Indians to the Orange Blossom Express Train, the 450-acre property has quite the story to tell before it became a Club. The Collier Family, who owned the property for 70 years prior to its development, conceived Collier's Reserve. In 1993, Collier's Reserve opened with a Clubhouse, a Golf Shop / Locker Room, a Boathouse and an 18-hole golf course. In 1994, Collier's Reserve Country Club made history by becoming the first golfing community in the world to achieve designation as a Certified Audubon International Signature Sanctuary. In 2017, Collier's Reserve reached another milestone by becoming Gold Certified.

Collier's Reserve Golf Course was designed by Arthur Hills. Located in a town widely recognized as the "golf capital of the world," Collier's Reserve offers the best, most uniquely natural golfing experience. Last summer, the club successfully completed a golf course restoration with the Hills – Forrest – Smith team. This restoration included:

- New greens
- New tees
- Bunker sand replaced and drainage improved
- All existing drain lines replaced along with new basins
- Shoreline stabilizing system
- Improvements to practice facility with refreshed turnstand
- Complete re-grassing

Dining options inside the recently renovated plantation-style clubhouse include the Cocohatchee Room which overlooks the 18<sup>th</sup> green, Galleria Room, along with a separate and beautiful Boathouse Restaurant, River Room, and Dry Dock Bar.

The Club's expansive new racquets facility features five Har-Tru tennis courts, four pickleball courts, and a beautifully designed new Sports Center. The Fitness Classroom, equipped with a TRX system and six indoor cycle bikes, offers classes for yoga, mat Pilates, tai chi, indoor cycling, and rowing.

Collier's Reserve was selected as one of America's Healthiest Clubs, a designation earned by only 60 clubs in America, thanks to the new state of the art Sports Center, personalized training programs and classes, abundant outdoor activities, and gourmet, farm-to-table menu selections.

## **COLLIER'S RESERVE COUNTRY MISSION STATEMENT**

To establish Collier's Reserve Country Club as the first choice for those seeking an active, intimate Country Club experience in Naples by combining the uniqueness of our natural habitat and riverfront setting with a premier championship golf course and exceptional tennis, fitness, dining, and social activities for our Members, their families, and guests. We are committed to our Members' satisfaction and warmly welcome new Members into our Country Club.

### **Mission**

- Maintain a wide offering of physical activities including golf, racquet, and fitness.
- Provide first class facilities and service for casual and fine dining
- Maintain a high level of membership satisfaction and employee engagement
- Ensure responsible financial management and club governance

### **Vision – The Colliers Reserve Country Club Experience**

- To be widely recognized in the Naples market as the premier, full service, boutique country club.

## **COLLIER'S RESERVE COUNTRY CLUB BY THE NUMBERS:**

- Over \$17M of Capital Improvement Projects Completed over the last 7 years
- 362 members in all categories
- \$125,000 Initiation fee
- \$15,800 Annual dues
- Approximately \$150,000 Hard goods volume (Golf)
- Approximately \$250,000 Soft goods volume (Golf)
- Approximately \$700,000 Gross payroll – golf operations (Direct Reports)
- Approximately 27,000 Annual Rounds of Golf
- 71 Employees – Club overall
- 12 Direct Reports – (Golf)
- 9 Board members each serving three-year terms
- A GM/COO model leadership/organizational structure
- Club POS System is Northstar

## **COLLIER'S RESERVE COUNTRY CLUB WEBSITE: [www.colliersreserve.com](http://www.colliersreserve.com)**

## **DIRECTOR OF GOLF JOB DESCRIPTION**

The DOG at Collier's Reserve Country is truly the "golf ambassador" of the Club, and is responsible for planning, organizing, and directing a comprehensive golf program and being actively involved with all demographics and constituency groups within the Club. This includes tournament operations, golf instruction, inventory control, golf handicapping, member, and guest relations. He/She directly supervises all inside and outside Professional Staff, and hires, trains and supervises all Professional Staff to assure that a high level of service is consistently received by the membership of Collier's Reserve Country Club. Special emphasis is placed on member relations and the ability to interact with members properly and regularly. The DOG will have an important role to ensure the proper tee sheet accessibility balance is achieved with golf groups and regular member play.

The DOG must be capable of both guiding and holding members and staff accountable to achieving and maintaining high standards. He or she will directly manage all areas of the golf operation and work closely with the Golf Course Superintendent and other department heads, while reporting to the GM/COO. The position will promote an exceptional golf experience and provide creative services and programs for all members and guests. The DOG is expected to be a strategic leader of the golf experience at Collier's Reserve Country and therefore a person of intellect, vision, planning, and business acumen, as well as personally setting the standard for behavior, assertive hospitality, and performance. The club has reached full golf membership capacity and has currently has waitlist for members to upgrade to golf.

The DOG's direct reports at present include: Head Golf Professional, Merchandiser, Locker Attendants and Player Services.

#### **INITIAL PRIORITIES OF THE NEW DIRECTOR OF GOLF**

- Develop and assist the design of a new learning center
- Leverage state-of-the-art technology and teaching techniques
- Design programs to incorporate all levels of member play
- Build member enthusiasm for clinics and special skills sessions
- Introduce members to new golf club and training technologies/products

#### **KEY CHARACTERISTICS**

- A naturally highly visible and interactive individual committed to engaging members at every opportunity to develop high levels of member satisfaction
- A strong accomplished PGA professional with a proven track record of providing premier services in a dynamic exclusive membership environment
- A minimum of 5-7 years of verifiable, progressive leadership and golf management experience.
- A proven track record in player and program development working with all levels of playing abilities and diverse skill levels to grow the game
- A strong team leader focused on two-way communication with all team members
- A team builder who has a history of attracting, developing, motivating, and retaining a high-performance team of professionals to propel the operation forward
- Experience in similar club environments where traditions and respect, both personally and with the Club, are intrinsically rooted
- Reviewing the history of multiple golf groups on the tee sheet and working with the Golf Committee, Board and GM/COO to ensure balance and accessibility of all members to the course

*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**

- A verifiable record of working closely and successfully in a private club, with an active Board and committees, while providing visionary leadership and partnership with the General Manager/COO
- A verifiably unblemished career track that demonstrates a record of tenure and commitment to previous employers, where career moves were for enhancement of skills and experiences as opposed to unplanned career changes
- Ability to sustain a culture of quality service
- Knowledgeable in best practices in top performing and high member satisfaction operations across the country

- A high level of golf playing ability or playing enjoyment, but someone who recognizes that his/her first priority is to the members' golf experience
- Strong golf community network
- Verifiable ability to attract, hire, develop, and lead a high performing team of professionals while setting and maintaining standards of performance appropriate to perpetuating the mission and values of CRCC
- Exceptionally strong communication skills with members and staff, creating an open exchange environment to move the golf operations forward in a consistently positive, passionate manner

#### **KNOWLEDGE, SKILLS & OTHER ABILITIES:**

- Prior knowledge and experience with Club Management Software with focus on POS and Tee Times
- Prior experience with Teaching technologies is beneficial.

#### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- Preferred Bachelor's Degree in Business Administration or Golf Management but not required
- A PGA Class "A" Certification status is required

The club is strongly interested in the best candidates, regardless of where they currently live, but those with ties to this geographic area, or the strong ability to grasp the overall "culture and style" of it is critically important. 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 the DOG at Colliers Reserve should be attractive to those qualified candidates seeking a stable, long-term commitment in a community with outstanding schools and sunny quality of life. For the right individual with passion, enthusiasm, and consistently enhanced skill sets, Colliers Reserved can be a "pinnacle of one's career" role! Naples is an exceptional growing city, and one with an expanding younger family environment, excellent schools, and outdoor lifestyle.

#### **CLUB COVID REQUIREMENTS**

The club does not require staff to be fully vaccinated as a provision of employment.

#### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefit package including PGA membership.

#### **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

Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be addressed to **Mr. Nicholas von Hofen, General Manager/COO and Collier's Reserve Country Club Search Committee**, and clearly articulate why you want to be considered for this position at this stage of your career and why The Collier's Reserve Country Club and the Naples area will be beneficial to both you and the Club if selected.

***You must apply for this role as soon as possible but no later than June 15, 2022. Candidate selections will occur in late-June with first Interviews and second interviews in early July 2022. The new candidate should assume his/her role after September 5, 2022.***

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

“Last Name, First Name - Resume” &  
“Last Name, First Name - Cover Letter, Collier’s Reserve Country 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 Patty Sprankle: patty@kkandw.com

**Lead Search Executives:**

Thomas B. Wallace III, CCM, CCE, ECM  
Partner, KOPPLIN KUEBLER & WALLACE  
412-670-2021 (Cell) – Strongsville, OH  
tom@kkandw.com

Paul K. Levy, PGA, CMAA  
Search & Consulting Executive  
760-417-9048 (Cell) – Pinetop, AZ  
paul@kkandw.com