

KOPPLIN KUEBLER & WALLACE

GENERAL MANAGER PROFILE: SHOALS CLUB BALD HEAD ISLAND, NC

THE GENERAL MANAGER OPPORTUNITY AT SHOALS CLUB

Located on what is arguably the best location on Bald Head Island, the Shoals Club is steps from the beach and provides extraordinary views and a grand backdrop as your “office.” The highly regarded, long time General Manager is leaving after 18 years to pursue a lifelong professional endeavor and the Club is looking for a strong, capable leader to continue to propagate the great culture that has been created at the Shoals Club. Being naturally engaging and interactive, possessing exceptional food and beverage skills, financial and analytic acuity, developed planning and organizational ability, and especially strong talent recruitment, retention and development skills are top expectations of the next leader. The Club enjoys a talented staff with very good tenure, and a stable and consistent history of success.

Working in this special barrier island environment requires oneself, the team, and all supplies to be transported by ferry or barge, and someone who embraces and thrives in coordinating the demands and requirements necessary to be successful.

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

ABOUT SHOALS CLUB AND BALD HEAD ISLAND COMMUNITY

Magnificently perched on the breathtaking dunes overlooking the Atlantic Ocean, the Shoals Club is a unique private beach club on the historic Frying Pan Shoals of Bald Head Island, NC. With outstanding views of the legendary Cape Fear Point, the Shoals Club takes its name from the Frying Pan Shoals that extend some 20 miles from the sandy shores that houses the club.

Members and their guests enjoy fine and casual dining in four restaurants; a saltwater pool and baby pool; direct beach access with chairs and umbrellas provided; a fitness room and a host of activities for children and adults.

The Shoals Club's distinctive cedar-sided clubhouse is relaxing yet refined. The spacious dining room on the Club's second floor offers splendid views of the Atlantic and includes a spacious dining room and a stylish bar and lounge, while an adjacent dining area may be reserved for parties and private functions. Nearby, the Shoals Club Event Pavilion offers another, more private option for parties, destination weddings, and special functions.

The Beach side of the clubhouse provides a covered verandah, a spacious lap pool and shallow children's pool. The nearby Sandbar Grille offers a shady spot offering poolside food and beverage service. The pool area provides direct access to the shore's edge via a private wooden boardwalk that extends from the clubhouse directly to the island's South Beach. Members enjoy towel service at the pool, and chairs and umbrellas are available to take to the beach.

On the clubhouse's first floor, there are separate men's and women's locker rooms, a small fitness room with workout equipment.

The Shoals Club is a key gathering spot for many members when in residence on the Island. It is known for its casual but personalized service also known for its culinary program, overseen by its highly regarded Chef. Future plans are for continued reinvestment into the dining/bar and outdoor areas of the Club, including a renovation of Latitudes and AQUA dining facilities this winter, as well as considering other enhancements. Like many clubs in resort areas, the Shoals Club has enjoyed a recent large influx of new members, many of whom are staying longer on island because of the pandemic response.

The Shoals Club is a subsidiary of Bald Head Island Club (BHIC), which is located a short golf cart ride away. The vast majority of members belong to both clubs but may opt to belong to only one or the other. BHIC purchased the Shoals Club from the Developer approximately two years ago and a CEO, based out of BHIC oversees both clubs with a General Manager at the Shoals being the primary 'face' of that operation. Both Clubs coordinate event calendars, purchasing programs, and share IT, Marketing, HR, and Benefits Administration. The Clubs continue to evaluate marketing, services, and administration, for consolidation and coordination, but much of the operations continue to run independently of each other at present.

SHOALS CLUB BY THE NUMBERS

- Approximately 625 Full Members, with another approximately 350 in other categories.
- Initiation fee for a Full Member is \$18,000
- Annual dues for Full Membership is \$3,300
- There are no annual food minimum charges
- Gross Revenues of approximately \$4.2M, exclusive of initiation and transfer fees
- F&B Volume – approximately \$1.4M at present
- Employees: Approximately 70 seasonally, and 15-year round
- Average age of membership – 60 years with lots of families
- There are a total of 9 Bald Head Island Board Members, each serving three-year terms, and there is a Shoals Club Advisory Committee comprised of one BHIC Board Member, the Shoals Club GM, 5 Shoals Club Members and the CEO
- The General Manager reports to the CEO of BHIC, and at present has eight direct reports
- The Club uses Northstar for its accounting and POS
- The Club is organized as a 501(C)(7) Corporation

SHOALS CLUB WEB SITE: www.shoalsclub.com

SHOALS CLUB GENERAL MANAGER POSITION OVERVIEW

The General Manager (GM) will be looked upon as the "face" of Shoals Club and, in partnership with key volunteers and the CEO, is a primary "visionary" to ensure that Shoals Club consistently executes at an exceptionally high level of personalized service. This "lead by example" GM will be coming into a role and Club that is not broken but will continue to look to enhance and elevate the overall membership and staff experience, with a desire to further elevate an "employer of choice" discipline within a highly competitive hospitality community, compounded by a remote location.

Significant to the new GM's success is the ability to understand the unique and special culture that has been developed at the Shoals Club. Certainly, a key to his/her success is perpetuating the supportive, thoughtful, and caring environment that has been establishing, and recognizing that the foundation of success is 'walking the talk' and being highly engaging and approachable in his/her natural style to both members and staff. Members are highly active users of their Club, but recognition also needs to occur that temporary guest members (renters on the Island) need to be embraced as the vast majority of future Full Members experience the Island first in this fashion.

The ability to manage expectations at a high level of dynamic leadership and critical thinking and reasoning is important, but a fair amount of that is accomplished simply by being a natural and detailed "planner," and by being approachable, accessible, diplomatic, and by having the necessary gravitas to be viewed with confidence by all constituencies. Being able to multi-task, develop the staff, participate with BHIC professional development and team building programs, and use your time most effectively is a critical success factor.

Paying attention to the details of maintenance, supporting, setting, and enhancing "standards," "continuous enhancement of the overall member experience," and a "Just Say Yes" gracious staff culture and other key areas of success is critical. Outstanding communication skills, especially the demonstrated ability to listen and respectfully respond is essential to success at Shoals Club. Additionally, having strong marketing skills and having been active in the membership orientations and 'on boarding' is helpful.

Key attributes, characteristics, experiences, and style of the successful new leader include a focus on understanding all of the key logistical issues and needs inherent in island club life, ensuring that before changes or key transitions are made or recommended, that a full understanding of their impact is appreciated. Further, possessing a deep knowledge in active club operations, with especially strong F & B skills as well as strong financial acumen, and being an active “mentor” to the team is key, as is having a natural nurturing, empathetic and caring style with the team as this translates well to elevating the member experience.

Also important is to quickly understand and embrace the key relationships necessary for overall success “to get things done” on the Island, as well as having capital project conceptualization (vision) and overall project management skills and experience.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER

- Understand the history of the Club, its culture, its Members, Board, and Staff before embarking on any significant changes. “Nothing is broken at the Shoals Club” but having a strong drive to “be the best” and ensure that a continuous evolution to excellence and consistency is very important. Spending time to evaluate and learn before changing things is part of the ‘critical thinking’ attribute desired for the new GM.
- Ensure that the capital projects that have been approved or under continued considerations are well conceived, communicated and supported in an appropriate way by both members and key staff within the Club. Hugely important will be to evaluate and plan for all the new operating schedules including hours, staffing, promotion, etc., associated with the Club, as well as working closely as a key “thought partner” with CEO to further consider efficiencies, but only those that do not negatively impact or further elevate the positive culture that has been created at the Shoals Club.
- In conjunction with the CEO, evaluate the Club’s overall organizational chart, evaluating future growth or innovation of activities, amenities, communications, coordination, and member/staff experiences, ensuring that it is relevant to meet continued evolution of expectations in each of those areas.
- Above all, “be approachable, visible and sincerely engaged with members and staff;” getting to know each of these groups is job one and important to one’s long-term success and ultimate support.

NECESSARY SKILLS, EXPERIENCE AND PERSONAL ATTRIBUTES

- A great communicator with an equally charismatic personality who enjoys natural interaction with members and for whom leadership comes naturally as well as the ability to mentor and delegate.
- A humble, servant leader with strong personal integrity that acts as the “glue” at the club and fosters introductions of members and guests, willing to “do what it takes” with solid and consistent follow-up and a creative problem solver that leads by example.
- Strong F&B, and private event planning experience and knowledge along with the willingness to innovative with new ideas and concepts in all areas of the Club.
- A good listener who is reflective and interacts well with the membership and his/her team, taking initiative and who can easily anticipate priorities, as well as a competent and thoughtful writer as the primary written communicator from the Club.
- Strong financial acumen with some technology business intelligence reporting skills, in addition to being well-rounded in all areas of management and operational oversight from entry-level to GM including HR and training experiences.
- A motivated, “big thinker” who is at the forefront of technology and modern relevance yet possessing finely tuned soft skills that allow for a sincere, very personal touch when appropriate.
- Ability to deal with adversity and to confront opportunities head-on, when necessary, whether it a member or team member issue, but always in a diplomatic, calm and appropriate manner.
- A quick study of the Shoals Club culture and the willingness to build on it, balancing tradition and relevance.
- A strong behind the scenes leader in addition to being highly visible to members and guests; one who sets realistic goals, measures execution, and follows up on results with staff. A keen ability to delegate and generate natural camaraderie amongst the team and the membership.
- Ideally, having had experience with capital projects and working with professional design teams, from conception to design/build and planning for opening.

CANDIDATE QUALIFICATIONS

Ideally, a minimum of 7 - 10 years of progressive leadership/top level general management experience in a private member-owned club, or leading resort/hospitality operations outside of the club industry in a similar personalized, professional and integrity-filled manner. The Club will consider well-mentored AGMs from similarly large scale, iconic or nationally recognized club operations where strong mentoring has occurred.

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.

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.

Prepare a thoughtful cover letter addressed to Mr. David Sawyer, CEO, Bald Head Island Club and clearly articulate why you want to be considered for this position at this stage of your career and why Shoals Club and the Wilmington/Southport, NC 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 Tuesday, July 6, 2021. Candidate selections will occur early July with first interviews expected later that month and final in early August. Ideally, the new GM will commence his/her role no later than early-September to experience part of the 'season.'

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – Shoals Club"

(These documents MUST 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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