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GENERAL MANAGER PROFILE: THE LAKELAND COUNTRY CLUB LAKELAND, FL

THE GENERAL MANAGER OPPORTUNITY AT THE LAKELAND COUNTRY CLUB

An excellent opportunity exists for candidates with a successful track-record of leadership and high-quality operations management at family centric club operations or high-end establishments in the hospitality industry. We are conducting the General Manager search for The Lakeland Country Club. The candidate will be an integral part of a high-performing team at one of the most exclusive clubs in the Lakeland-Winter Haven area. The General Manager role at the Lakeland Country Club is an opportunity for the right individual to take their career to the next level in club management on the shores of beautiful Lake Hollingsworth.

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

ABOUT THE LAKELAND COUNTRY CLUB

The Lakeland Country Club, established in 1924, has been a vital social hub for Lakeland's community leaders and its club members for nearly a century. The Club sits on the shores of Lake Hollingsworth directly across the lake from Florida Southern College. A walking, jogging, and bike trail surrounds the lake and is 2.85 miles in length. Around Lake Hollingsworth is a high-end residential community which includes the largest collection of Frank Lloyd Wright architecture anywhere. The Club is a unique offering in the community and fills a need not met by other private clubs now in the community.

In 2015, it was determined that the demolition of the existing clubhouse would be the most cost-effective, efficient approach rather than a renovation. In 2019, a brand-new facility opened its doors on Lake Hollingsworth. The Lakeland Country Club brought to its members the atmosphere of a modern resort while paying homage to its iconic past.

The club includes the following features:

- Three dining rooms with stunning panoramic views of Lake Hollingsworth
- Two bar areas; one outside overlooking the lake
- Banquet space (divisible) with seating up to 250
- State of the Art Fitness Facility, 1400 square feet
- 5 lighted Har-Tru tennis courts
- 6 lane 25-yard pool with an additional area that has zero entry and water features for children
- Playground area for children
- Docks on the lake with 8 slips

The Lakeland Area:

Lakeland, Florida is a delightful community about halfway between Tampa and Orlando, just off Interstate 4. It has a small Midwest town feel. Lakeland got its start as the heart of the citrus industry, cattle ranching, and phosphate mining. It is the spring training home of the Detroit Tigers. Since its start, it has added logistics to its core industry base and is the home of Publix Super Markets which has grown to over 1200 stores in 7 states across the Southeast.

The community also has two universities and two colleges. Housing and cost of living is reasonable and access to beaches and the Happiest Place on Earth (Disney) is an easy drive away. The best part of all is it is part of the Florida Chapter of CMAA which hosts excellent opportunities for education and networking.

MISSION STATEMENT

The Lakeland Country Club exists to promote social and recreational fellowship among its members and their families while operating in a professional, financially prudent and ethical manner, and maintaining excellence in the club's relationships with its staff and the community.

VISION STATEMENT

The Lakeland Country Club will be the premier private club in Central Florida, providing superior service to its members and guests, setting the standards by which other private clubs and restaurants are measured.

LAKELAND COUNTRY CLUB BY THE NUMBERS

- 210 members
- \$1.33M Gross Volume
- \$795,000 Dues Volume
- \$527,000 Food and Beverage
- Initiation Fee - \$7,500 Regular Equity / \$4,500 Junior Equity
- Annual Dues – \$5,940 Regular Equity / \$3,540 Junior Equity
- 32 FTE Employees, 4 seasonal
- Average age of members is 55
- 13 Board Members, 3-year terms, 9 standing committees

LAKELAND COUNTRY CLUB WEB SITE: www.thelakelandcc.com

GENERAL MANAGER- POSITION OVERVIEW

The General Manager (GM) of The Lakeland Country Club (TLCC) will protect the history of the Club and enable the Club to achieve the vision and brand promise established by the Board of Directors. S/he oversees all activities of the Club relating to its Board of Directors, members, guests and employees, and reports directly to the Board of Directors. Through careful oversight of the P&L and management in accordance with the Club's policies and procedures, the GM leads and manages the staff to operate the club with the utmost professionalism and an engaged commitment to family, quality and service, thus ensuring maximum member and guest participation and satisfaction.

The GM is responsible for the creation and implementation of all service culture, setting standards and processes while providing leadership for managers and staff. Clearly, a primary objective is for the GM to represent the Club to all constituencies, and to ensure that goals and objectives are defined, understood, evaluated, and enhanced on a continuous basis, to creatively meet the expectations of the membership as defined by the Board of Directors in concert with the GM.

In addition to coordinating and supervising all of the management and administrative functions of The Lakeland Country Club, the GM will oversee the preparation of annual operating and capital budgets, supporting the strategic and tactical initiatives and expectations that s/he has established with the Board.

The GM is the primary coordinator of food and beverage budgeting, hiring, training, orientations and teammate cultural immersion, and supervision of associates. S/he will therefore be using and applying relevant technology and necessary marketing techniques to drive member usage of food and beverage operations along; assuring member and guest needs and desires are consistently met and often exceeded. Club member and guest satisfaction and enjoyment of the culinary and service experience at the Club are primary "drivers" to its overall success. A developed sense of genuine hospitality and an ability to instill this in the staff is a must.

The GM must support The Lakeland Country Club's membership recruitment and retention efforts by enhancing the club's value proposition to the membership. It is critical that s/he understands the local market and economy. As such, the GM must be comfortable and competent being an integral, and sometimes proactive, part of developing relationships that may lead to membership interest and/or business opportunities (banquets/events), and in effectively orienting new members so that their initial experience with the Club results in habitual use of the Club.

The GM, as a strong and highly visible and respectful presence with the membership, must be an exceptional communicator, have adroit personal interactive skills and the maturity to instinctively know how to make members and guests feel that they are consistently treated in a gracious manner. Further, s/he must be able to communicate these expectations to staff with diverse backgrounds and get them to understand and execute to those expectations. The Club prides itself on the compatibility and congeniality of its membership and the GM must epitomize this style of leadership.

The GM is expected to be present at the Club as its "face," managing operations during regular business hours as well as during evening and weekend private party and club functions.

The GM takes personal ownership of operations, being especially aware of the physical plant and overall presentation of the operation and the need to be consistently member ready in both appearance and service.

Direct Reports: Food and Beverage Department, Director of Facilities, Administrative Office, Aquatics and Racquets.

CANDIDATE QUALIFICATIONS

- Ideally, a minimum of 3-5 years of progressive leadership experience in (preferably) a private member-owned country club, or a resort/hospitality operation outside of the club industry in a similar dynamic, progressive and relevant operation.
- A history of treating members, staff and business associates with great respect and consideration always taking the high road in times of conflict.
- A history of professional development of himself/herself.
- Knowledge and ability to utilize appropriate and relevant technology tools and technologically proficient and recognizing of best practices use of technology to improve 'high touch' service delivery to members, as well as to more effectively manage and lead F&B operations.
- Strong history of success and keen understanding of quality Food and Beverage operations, including revenue growth, training, innovation and creativity, and strong service culture development.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A college graduate is preferred. Commitment to on-going personal development regardless of what stage they are in their career and hold a CCM or equivalent professional designation.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The Lakeland Country Club, along with the typical senior staff benefits including a CMAA membership, 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 letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be addressed to Mr. David Robinson, Search Chairman, and clearly articulate why you want to be considered for this position at this stage of your career and why Lakeland Country Club and the greater Lakeland area will be beneficial to you, your family, your career, and the Club, if you have the honor of being selected.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – THE LAKELAND 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 Katy Eliades: katy@kkandw.com

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